

ESTTA Tracking number: **ESTTA1199710**

Filing date: **03/30/2022**

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

Application serial no.	90262985
Applicant	Affirm, Inc

## Notice of Appeal

Notice is given that Affirm, Inc appeals to the Trademark Trial and Appeal Board the refusal to register the application or the cancellation of the registration. A request for reconsideration has been filed. A suspension of the appeal is requested pending reconsideration.

The following goods or services are at issue on appeal:

- Class 036. First Use: Apr 23, 2020 First Use In Commerce: Apr 23, 2020  
All goods and services in the class are appealed, namely: Financial transaction services, namely, providing secure commercial transactions and payment options; financial transaction services, namely, providing secure commercial transactions and payment options using a mobile device at a point of sale; financial services, namely, debt settlement, loan and credit and debit card payment processing services; debt settlement services; bill payment services; providing financial information

Respectfully submitted,  
/Matthew D. Witsman/  
03/30/2022

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