

ESTTA Tracking number: **ESTTA1297651**

Filing date: **07/17/2023**

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

Application serial no.	90673719
Applicant	BLUE ZONES, LLC

Notice of Appeal

Notice is given that BLUE ZONES, LLC 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 035. First Use: None First Use In Commerce: None
All goods and services in the class are appealed, namely: Promoting public awareness of public health initiatives and projects that improve health and well-being for underserved populations; Business consulting services for providers of health care services, namely, wellness programs; Business management and consulting services for the health care industry, namely, planning, administering, and managing public health initiatives and projects in the nature of wellness programs that improve health and well-being in underserved populations
- Class 041. First Use: None First Use In Commerce: None
All goods and services in the class are appealed, namely: Conducting educational programs relating to public health initiatives, namely, providing training programs to improve health and wellbeing for underserved populations; Conducting educational programs relating to public health initiatives that advance improving community health and well-being including in underserved populations

Respectfully submitted,

/Lee J. Eulgen/

07/17/2023

LEE J. EULGEN

NEAL, GERBER & EISENBERG LLP

2 NORTH LASALLE STREET, SUITE 1700

CHICAGO, IL 60602

UNITED STATES

Primary email: trademarks@nge.com

Secondary email(s): leulgen@nge.com, ksmith@nge.com, temanuelson@nge.com

312-269-8000

Docket no.	032034.7002
------------	-------------