

ESTTA Tracking number: **ESTTA1280605**

Filing date: **04/24/2023**

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

Application serial no.	90843731
Applicant	rewardStyle, Inc.

Notice of Appeal

Notice is given that rewardStyle, 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 009. First Use: Jul 19, 2021 First Use In Commerce: Jul 19, 2021
All goods and services in the class are appealed, namely: Downloadable mobile and computer software applications for use in promoting the goods and services of others; Downloadable mobile and computer software applications to facilitate online shopping
- Class 035. First Use: Jul 19, 2021 First Use In Commerce: Jul 19, 2021
All goods and services in the class are appealed, namely: Promoting the goods and services of others; business management services; business administration services; business data analysis; Consumer research, market research, and business research and compilation of statistics for business and commercial purposes; advertising, marketing and business management services, namely, business development, business management, sales optimization and business and commercial data analysis of online marketing strategies, online marketing campaigns and online advertising campaigns; Business management services in the field of integrated tracking of online business-to-consumer and business-to-business commercial transactions; Affiliate marketing services featuring the facilitation of partnerships between content providers and merchants in connection with online marketing campaigns and e-commerce transactions

Respectfully submitted,
/Shannon Zmud Teicher/
04/24/2023

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