

ESTTA Tracking number: **ESTTA35808**

Filing date: **06/15/2005**

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

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Independence Blue Cross
Granted to Date of previous extension	08/17/2005
Address	1901 Market Street Philadelphia, PA 19103 UNITED STATES

Attorney information	Jordan LaVine Akin Gump Strauss Hauer & Feld LLP 2005 Market Street Suite 2200 Philadelphia, PA 19013 UNITED STATES jlavine@akingump.com Phone: 215.965.1247
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Applicant Information

Application No	78347654	Publication date	04/19/2005
Opposition Filing Date	06/15/2005	Opposition Period Ends	08/17/2005
Applicant	Charles Schwab & Co., Inc. 101 Montgomery Street San Francisco, CA 94104		

Goods/Services Affected by Opposition**Class 009.**

All goods and services in the class are opposed, namely: Downloadable electronic publications in the nature of booklets, newsletters, research reports, workbooks, leaflets, brochures, and pamphlets, in the fields of investing, finance, financial planning, investment strategy, business, current events, government, financial portfolio management, and economics; downloadable software for use by investors in the trading and analysis of investments, finances, financial markets, and financial planning, via a global computer network, namely, software for electronic trading in all forms of securities, namely, stocks, bonds, mutual funds, currencies, commodities, futures, options, money market funds, and indices of any of them; downloadable software for providing financial and investment information, financial and investment news, and financial and investment research; downloadable software for maintaining financial and investment databases

Class 016.

All goods and services in the class are opposed, namely: Printed materials, namely, booklets, newsletters, research reports, workbooks, leaflets, brochures, and pamphlets in the fields of investing, finance, financial planning, investment strategy, business, current events, government, financial portfolio management, and economics

Class 035.

All goods and services in the class are opposed, namely: Providing professional referrals in the fields of investment advice, portfolio management, financial planning, retirement planning, and wealth management; providing information and analysis in the fields of economics and business, namely, industry and sector reports and forecasts, economic reports and forecasts; provision of news, information, research, databases, and analysis in the field of economics via electronic communication networks

Class 036.

All goods and services in the class are opposed, namely: Financial investment services, investment advice and investment management services, and investment brokerage services, all in the fields of financial securities, stocks, bonds, money market funds, mutual funds, commodities, futures, stock options, and indices of financial securities; financial planning and financial portfolio management services; banking services; Insurance brokerage services; annuity investment services; providing information and analysis in the fields of finance, investment, financial planning, and financial investment strategy; providing an interactive online computer database in the field of financial portfolio management, financial investing, finance, financial planning, financial news, financial information, and analysis in the fields of financial investing, finance, financial planning, financial decision making, financial investment research; financial analysis, namely, monitoring investment value and performance of investments, analyzing investment performance, evaluating asset allocation, risk tolerance, financial alternative

plans and investment time frames; providing information by electronic means, by phone and by online means in the field of investment account information and financial research; brokerage services and investment services provided electronically and via global information networks, namely, electronic trading for all forms of securities, namely, stocks, bonds, mutual funds, currencies, commodities, futures, options, money market funds, and indices of any of them; financial portfolio management services provided via electronic communication networks; provision of news, information research, databases, and analysis in the fields of financial investing, finance, and financial planning via electronic communication networks; securities brokerage account services including an interest bearing feature for cash between investments, access to cash, and margin loans; bill payment services, namely, check writing; bill payment services; cash management account services; financial investment services, namely, fixed income investment services; electronic payment services, namely, electronic processing and transmission of bill payment data, and electronic fund transfer services

Class 041.

All goods and services in the class are opposed, namely: Educational services, namely, online interactive training sessions and conducting seminars and workshops in the fields of investment, finance, financial planning, portfolio management, retirement planning, money management, investment strategy, and asset allocation

Applicant Information

Application No	78347655	Publication date	04/19/2005
Opposition Filing Date	06/15/2005	Opposition Period Ends	
Applicant	Charles Schwab & Co., Inc. 101 Montgomery Street San Francisco, CA 94104 UNITED STATES		

Goods/Services Affected by Opposition

Class 009.

All goods and services in the class are opposed, namely: Downloadable electronic publications in the nature of booklets, newsletters, research reports, workbooks, leaflets, brochures, and pamphlets, in the fields of investing, finance, financial planning, investment strategy, business, current events, government, financial portfolio management, and economics; downloadable software for use by investors in the trading and analysis of investments, finances, financial markets, and financial planning, via a global computer network, namely, software for electronic trading in all forms of securities, namely, stocks, bonds, mutual funds, currencies, commodities, futures,

options, money market funds, and indices of any of them; downloadable software for providing financial and investment information, financial and investment news, and financial and investment research; downloadable software for maintaining financial and investment databases

Class 016.

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Class 041.

All goods and services in the class are opposed, namely: Educational services, namely, online interactive training sessions and conducting seminars and workshops in the fields of investment, finance, financial planning, portfolio management, retirement planning, money management, investment strategy, and asset allocation

Attachments	PCOpp.pdf (28 pages)
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Signature	/Jordan LaVine/
Name	Jordan LaVine
Date	06/15/2005

BOX TTAB FEE
100194.0017

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

INDEPENDENCE BLUE CROSS

Opposer,

v.

CHARLES SCHWAB & CO.,

Applicant.

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:
:
:
:

: Opposition No. _____

NOTICE OF OPPOSITION

Honorable Commissioner of Patents
and Trademarks
2900 Crystal Drive
Arlington, VA 22292

Dear Sir:

In the matter of Trademark Application Serial Nos. 78/347,654 and 78/347,655 filed
January 5, 2004, and published for opposition in the *Official Gazette* of April 19, 2005:

Independence Blue Cross (hereinafter "IBC"), a Pennsylvania corporation having a place
of business at 1901 Market Street, Philadelphia, Pennsylvania believes that it will be damaged if
registrations are issued and hereby gives notice of its opposition to the registration of said
trademarks.

The grounds of opposition are as follows:

1. Applicant seeks to register the marks “Schwab Personal Choice” and “Personal Choice From Charles Schwab” as trademarks for the goods and services identified in each application. Applicant bases the applications to register the marks on Applicant's intent to use the marks in interstate commerce.

2. For more than 60 years, IBC has offered quality health insurance products and services designed to meet the needs of its customers. IBC and its subsidiaries provide health insurance coverage to more than three million people.

3. Among the range of services that IBC provides to its customers are individual health insurance services, group health insurance services, and senior and Medicare insurance services. Additionally, through its longstanding arrangements with financial services companies, IBC offers comprehensive life and disability insurance products and services.

4. Since at least as early as 1986, IBC has provided health insurance services under the trademark “Personal Choice.” IBC’s “Personal Choice” mark is used in connection with IBC’s popular preferred provider organization (“PPO”), which allows its members to select their own providers from a network of quality doctors and hospitals. Members maximize their coverage by accessing care through an expansive network of hospitals, doctors and specialists. A brochure describing IBC’s “Personal Choice” services in more detail is attached as Exhibit A.

5. IBC’s “Personal Choice” mark is a suggestive mark with no descriptive or generic significance, and is thus inherently distinctive.

6. By virtue of the continuous and substantially exclusive and extensive use in commerce of the “Personal Choice” mark and the commercial success of the services provided

under the mark, the “Personal Choice” mark has come to have significance in the mind of members of the health services and financial industries and the general public as an indicator of services originating with, sponsored by, or otherwise associated with IBC.

7. The renown and excellent reputation of IBC’s services provided under its “Personal Choice” mark is evidenced by IBC’s “Personal Choice” services being ranked in the October 2003 of *Consumer Reports* as the second best PPO in the United States. A copy of the *Consumer Reports* article and ranking are attached as Exhibit B.

8. Independence Blue Cross owns the following registrations in the U.S. Patent and Trademark Office for its “Personal Choice” mark:

<u>Mark</u>	<u>Registration No.</u>	<u>Goods/Services</u>
Personal Choice and design	2,712,377	medical cost management services for others; life, worker’s compensation, and health care underwriting services, and the administration of prepaid benefits plans; health care services and hospital services
Personal Choice	2,701,617	medical cost containment services for others; healthcare services and hospital services
Personal Choice	2,190,157	organization and administration of prepaid health care and health care financing plans
Personal Choice	1,696,464	health insurance underwriting services

Each of these registrations is valid and subsisting. Copies of the registrations from the U.S. Patent and Trademark Office’s Trademark Electronic Search System are attached as Exhibit C.

9. The registration dates for each of IBC's "Personal Choice" marks long predate the filing dates of Applicant's intent to use applications.

10. Applicant's marks as applied to the products and services set forth in its applications so resemble IBC's "Personal Choice" mark as applied to its services that they are likely to cause confusion, mistake and/or deception.

11. Applicant has appropriated IBC's "Personal Choice" mark in its entirety. Aside from Applicant's house mark(s), the verbal portion of Applicant's marks is identical in sound, appearance and connotation to IBC's "Personal Choice" mark. Applicant's marks in their entirety are therefore confusingly similar in meaning and overall commercial impression to IBC's registered "Personal Choice" mark.

12. The broad range of products and services identified in Applicant's applications and IBC's services would be promoted and sold to overlapping classes of purchasers. Many of the products and services identified in Applicant's applications, and particularly the "insurance brokerage" and "annuity investment" services, are highly related to the services offered by IBC and covered by IBC's registrations. Applicant's products and services would therefore likely be promoted and sold to the general public, the same class of persons who encounter IBC's "Personal Choice" mark daily and repeatedly in newspapers, news magazines, and in the workplace in connection with their investment, insurance and financial activities.

13. If Applicant is permitted to register the "Schwab Personal Choice" and "Personal Choice From Charles Schwab" marks for the products and services set forth in the applications herein opposed, confusion of the relevant public is likely to result, such confusion resulting in damage and injury to IBC because purchasers and potential purchasers, on seeing Applicant's

marks used in connection with Applicant's products and services would be likely to believe in error that such products and services are provided in affiliation with, or are sponsored, licensed or approved by IBC. Furthermore, any defect, objection to or fault found with Applicant's products and services provided under Applicant's marks would necessarily reflect on and seriously injure the reputation that IBC has established under its "Personal Choice" mark for nearly 20 years.

14. If Applicant is granted registrations for "Schwab Personal Choice" and "Personal Choice From Charles Schwab," it would obtain thereby at least a *prima facie* exclusive right to use the marks. Such registrations would be a source of damage and injury to IBC.

WHEREFORE, IBC prays that this opposition be sustained and that registration of the marks of Application Serial Nos. 78/347,654 and 78/347,655 be refused.

Respectfully submitted,

AKIN GUMP STRAUSS HAUER & FELD LLP

Dated: 6/15/05

By: 

Jordan A. LaVine
Lesia Skrypoczka
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215.965.1210 (facsimile)

ATTORNEYS FOR INDEPENDENCE BLUE CROSS

EXHIBIT A

Get it on the net

ibx.com

Online resources



Personal
CHOICE®



Knowledge. Choice.

Independence.



Choose Blue.



**Independence
Blue Cross**

Need help selecting a doctor?

Locally:

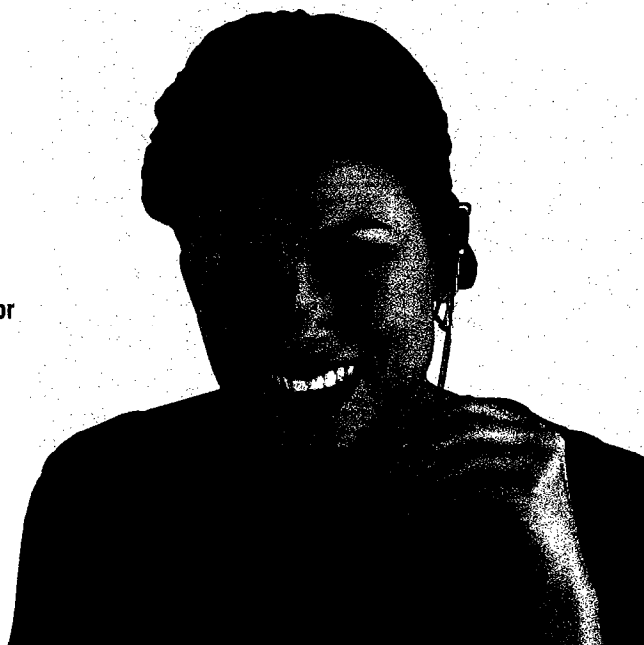
- Access our provider directory online at ibcbluen.com

- Call our Health Resource Center at 1-800-ASK-BLUE (275-2583)

Out-of-Town:

- Access the BlueCard® Doctor and Hospital Finder online at bcbcard.com

- Call BlueCard Access® at 1-800-810-BLUE (2583)



Over 2.6 million people carry an
Independence Blue Cross Card.
We think you deserve one, too.

We're Doing More.

At Independence Blue Cross, we believe that knowledge, choice and independence are the cornerstones of your good health. That's why our goal is to give you the information, tools and freedom you need to take an active role in your health care decisions.

To Serve You Better.

We offer a full range of innovative programs and services designed specifically to meet your health care needs and improve your overall quality of life. As a member of Independence Blue Cross, you can take advantage of award-winning wellness programs, convenient online resources and services and one of the region's largest networks of doctors and hospitals.

For Years to Come.

For more than 65 years, millions of families have relied on IBC for their health coverage. At home or away, whether it's helping you stay healthy or being there when you need care, we are there for you every step of the way.



Personal Choice®—

Take charge of your own
health care.



Personal Choice gives you:

- **Freedom to visit any doctor directly without a referral**
- **Coast-to-Coast care through BlueCard® PPO**
- **Comprehensive coverage**
- **Reimbursements on fitness club fees, weight loss programs, bike helmets and more**
- **24/7 access to a Health Coach**

It's that Simple.

What's unique about Personal Choice® is that you don't need to enroll with a Primary Care Physician, and you never need a referral to see a specialist. Personal Choice offers the preventive care benefits of an HMO with the freedom of a traditional plan so you can choose your own doctor or hospital.

You're covered in-network or out-of-network when you need:

- Primary and preventive care
- Specialist care
- Hospitalization
- Maternity or newborn care

Discover the Healthy You! Programs for Your Well Being.

We know maintaining your good health is hard work. That's why we provide you with the resources to help keep you and your family healthy. These programs come in all shapes and sizes to suit your diverse needs.

- **Live Healthy**—Sometimes we all need a little extra help when making important lifestyle changes. Whether you want to join a gym, quit smoking, lose some weight or just receive a reminder about important health screenings, our innovative Healthy LifestylesSM Programs can give you the support and incentives you need.
- **Stay Healthy**—We all want to live the healthiest lives possible. If you have a chronic or unexpected health condition, living life to its fullest can be a challenge. Our ConnectionsSM Health Management Programs will provide the information, guidance and encouragement that can make a difference in the quality of life of our members.



For more information on these valuable programs, please refer to the Healthy Lifestyles brochure in this folder, or log onto **ibx.com**

With Personal Choice—It's Always Your Choice!

***Receive care from any provider without a referral in-network or out-of-network.
Some services may require pre-authorization.***

**In-Network locally or through
a BlueCard® PPO Provider**

Out-of-Network

▼
**Visit any preferred provider directly,
without selecting a Primary Care
Physician (PCP)**

**Receiving
Care**

▼
**Visit any non-participating
provider directly**

▼
**Copayments for routine office visits
and preventive care**

Costs

▼
Higher out-of-pocket costs

- ▼
- No PCP!
 - No referrals!
 - No paperwork!

**Ease of
Use**

▼
May require claim filing

No matter which path you choose—you're covered !



At Independence Blue Cross, you have access to your benefits 24 hours a day seven days a week. With ibxpress.com you can:

- Review your benefits
- Find a network physician
- Check on claims
- Request an ID Card
- Access an encyclopedia of health information
- Contact a Health Coach



Care is
never out-of-reach.

With Independence Blue Cross, you have access to an extensive network of doctors and hospitals. More than likely, your doctor already participates with us. While we want you to have the greatest choices, we also want to make sure you have access to quality care. To achieve this, we carefully review all physicians, hospitals and other health care providers before they become participating providers.

The Personal Choice provider network includes nearly 23,000 physicians and specialists and more than 100 hospitals.

Coverage that goes with you.



When you carry an Independence Blue Cross card, your health care coverage extends beyond your local service area. Away at school, on business or pleasure—through the BlueCard® PPO program, Personal Choice members can access all Blue plans' BlueCard PPO networks anywhere in the United States. There are over 650,000 PPO physicians and over 5,500 participating hospitals!

When you receive care from BlueCard PPO providers, you'll have low out-of-pocket costs and there are no claim forms to file, just as if you were receiving in-network benefits at home.



**Independence
Blue Cross**

Personal Choice®

For more information about Personal Choice, call:

1-800-626-8144 (outside of Philadelphia) or

215-557-7577 (if calling within the Philadelphia area)

Visit our web site at **www.ibx.com**

You Deserve ItSM!



**Independence
Blue Cross**

1901 Market Street • Philadelphia, Pennsylvania 19103-1480

www.ibx.com

www.bcbs.com

Personal Choice benefits are underwritten or administered by QCC Insurance Company, a subsidiary of Independence Blue Cross— independent licensees of the Blue Cross and Blue Shield Association.

EXHIBIT B



x Close

Ratings PPOs

CR Quick Recommendations

See a summary of survey findings, as well as choices that merit first consideration.

[See more](#)

GUIDE TO THE SURVEY

The Ratings are based on more than 42,000 responses to our 2002 Annual Questionnaire about readers' experiences in these specific managed-care plans between May 2001 and April 2002. (PPO ratings are based on nearly 25,000 replies.) The results reflect the experiences of *Consumer Reports* subscribers, who may not be representative of the U.S. population. Differences in Reader score of less than 6 points are not meaningful.

Click for more information.

In order of reader score.

● ● ○ ● ●
Better ← → Worse

	Plan	Survey results					
Key number		Reader score 0100	% had trouble getting needed care	Choice of doctors	Customer support	Billing problems	Access to doctors
1	Blue Cross Blue Shield (AL)	80	2				
2	Independence Blue Cross Philadelphia	79	3				
3	Blue Cross Blue Shield (MA)	79	2				
4	CareFirst Blue Cross Blue Shield (MD)	78	4				
5	Anthem Blue Cross Blue Shield (VA)	78	3				
6	Blue Cross Blue Shield of Missouri	77	4		-		
7	Blue Cross Blue Shield (MN)	77	5				
8	Blue Cross Blue Shield (IL)	77	4				
9	Capital Blue Cross (Central PA)	77	4		-		
10	Blue Cross Blue Shield (TN)	77	6				
11	Blue Cross Blue Shield (MI)	76	4				
12	Regence Blue Cross Blue Shield (OR)	76	5				
13	Blue Cross Blue Shield (FL)	76	4				
14	Blue Cross Blue Shield (AZ)	76	5				
15	Blue Cross Blue Shield Kansas City	76	4				
16	Wellmark Blue Cross Blue Shield (IA)	76	2				
17	Highmark Blue Cross Blue Shield (Western PA)	76	5				
18	Blue Shield of California	75	4				
19	Blue Cross Blue Shield (NE)	75	4		-		

20	Empire Blue Cross Blue Shield (NY)	74	3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
21	Anthem Blue Cross Blue Shield (OH)	74	6	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
22	Blue Cross Blue Shield (TX)	74	5	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
	Plan	<input checked="" type="checkbox"/> Survey results					
Key number		<input checked="" type="checkbox"/> Reader score 	% had trouble getting needed care <input checked="" type="checkbox"/>	Choice of doctors <input checked="" type="checkbox"/>	Customer support <input checked="" type="checkbox"/>	Billing problems <input checked="" type="checkbox"/>	Access to doctors <input checked="" type="checkbox"/>
23	Blue Cross Blue Shield (NC)	74	4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24	Principal Health Care <input checked="" type="checkbox"/>	74	5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25	Mutual of Omaha	74	4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26	Horizon Blue Cross Blue Shield (NJ)	73	3	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
27	Wellpoint Health Networks (Blue Cross) (CA)	73	4	<input type="radio"/>	-	<input type="radio"/>	<input type="radio"/>
28	CCN (Community Care Network)	73	8	<input type="radio"/>	-	<input checked="" type="radio"/>	<input type="radio"/>
29	First Health Network	73	7	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
30	UnitedHealthcare	72	5	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
31	Blue Cross Blue Shield (SC)	72	5	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
32	Blue Cross Blue Shield (GA)	72	5	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
33	Anthem Blue Cross Blue Shield (CO)	71	7	<input type="radio"/>	-	<input checked="" type="radio"/>	<input type="radio"/>
34	Private Healthcare Systems	71	6	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
35	Anthem Blue Cross Blue Shield (IN)	71	4	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
36	Health Net	70	6	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
37	Aetna	70	7	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
38	Blue Cross Blue Shield United (WI)	69	4	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
39	Cigna HealthCare	69	8	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
40	Beech Street	69	5	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
41	PacifiCare	69	13	<input type="radio"/>	-	<input type="radio"/>	<input type="radio"/>
42	Humana	68	8	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
43	Coventry Health Care	67	9	<input type="radio"/>	-	<input type="radio"/>	<input type="radio"/>
NOTE: A dash (-) indicates insufficient sample size for meaningful comparison. <input checked="" type="checkbox"/> Anthem acquired Trigon Healthcare of Virginia in 2002. <input checked="" type="checkbox"/> Now owned by Coventry Health Care.							

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EXHIBIT C

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2005-06-15 10:05:13 ET

Serial Number: 75750961

Registration Number: 2712377

Mark

**Personal
CHOICE**

(words only): PERSONAL CHOICE

Standard Character claim: No

Current Status: Registered.

Date of Status: 2003-05-06

Filing Date: 1999-07-13

Transformed into a National Application: No

Registration Date: 2003-05-06

Register: Principal

Law Office Assigned: LAW OFFICE 111

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 900 -File Repository (Franconia)

Date In Location: 2003-05-12

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Independence Blue Cross

Address:

Independence Blue Cross
1901 Market Street

Philadelphia, PA 191031480

United States

Legal Entity Type: Corporation

State or Country of Incorporation: Pennsylvania

GOODS AND/OR SERVICES

International Class: 035

MEDICAL COST MANAGEMENT SERVICES FOR OTHERS

First Use Date: 1991-09-00

First Use in Commerce Date: 1991-09-00

Basis: 1(a)

International Class: 036

LIFE, WORKER'S COMPENSATION, AND HEALTH CARE INSURANCE UNDERWRITING SERVICES, AND THE ADMINISTRATION OF PREPAID BENEFITS PLANS

First Use Date: 1991-09-00

First Use in Commerce Date: 1991-09-00

Basis: 1(a)

International Class: 042

HEALTH CARE SERVICES AND HOSPITAL SERVICES

First Use Date: 1991-09-00

First Use in Commerce Date: 1991-09-00

Basis: 1(a)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2003-05-06 - Ex parte appeal terminated

2003-05-06 - Registered - Principal Register

2003-02-11 - Published for opposition

2003-01-22 - Notice of publication

2002-11-24 - Approved for Pub - Principal Register (Initial exam)

2002-11-12 - Jurisdiction Restored To Examining Attorney

2002-11-12 - Ex parte appeal - Instituted

2002-10-09 - PAPER RECEIVED

2002-10-25 - EXPARTE APPEAL RECEIVED AT TTAB

2002-04-09 - Final refusal mailed

2001-02-12 - Letter of suspension mailed

2000-12-06 - Communication received from applicant

2000-06-06 - Non-final action mailed

2000-04-26 - Case file assigned to examining attorney

1999-12-13 - Case file assigned to examining attorney

1999-12-07 - Case file assigned to examining attorney

1999-12-06 - Case file assigned to examining attorney

CORRESPONDENCE INFORMATION

Correspondent

Nancy L. Rowe (Attorney of record)

NANCY L. ROWE
BOX TMSU
MORGAN LEWIS & BOCKIUS LLP
1111 PENNSYLVANIA AVE NW
WASHINGTON DC 20004

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2005-06-15 10:05:18 ET

Serial Number: 75750935

Registration Number: 2701617

Mark (words only): PERSONAL CHOICE

Standard Character claim: No

Current Status: Registered.

Date of Status: 2003-04-01

Filing Date: 1999-07-13

Transformed into a National Application: No

Registration Date: 2003-04-01

Register: Principal

Law Office Assigned: LAW OFFICE 111

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 900 -File Repository (Franconia)

Date In Location: 2003-04-09

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Independence Blue Cross

Address:

Independence Blue Cross
1901 Market Street
Philadelphia, PA 191031480
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Pennsylvania

GOODS AND/OR SERVICES

International Class: 035

MEDICAL COST MANAGEMENT SERVICES FOR OTHERS

First Use Date: 1986-08-00

First Use in Commerce Date: 1986-08-00

Basis: 1(a)

International Class: 042

HEALTH CARE SERVICES AND HOSPITAL SERVICES

First Use Date: 1986-08-00

First Use in Commerce Date: 1986-08-00

Basis: 1(a)

ADDITIONAL INFORMATION

Prior Registration Number(s):

1696464

2190157

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2003-04-01 - Registered - Principal Register

2003-01-07 - Published for opposition

2002-12-18 - Notice of publication

2002-11-08 - Approved for Pub - Principal Register (Initial exam)

2002-10-09 - Communication received from applicant

2002-10-09 - PAPER RECEIVED

2002-06-20 - Final refusal mailed

2001-02-12 - Letter of suspension mailed

2000-12-06 - Communication received from applicant

2000-06-06 - Non-final action mailed

2000-04-26 - Case file assigned to examining attorney

1999-12-13 - Case file assigned to examining attorney

1999-12-06 - Case file assigned to examining attorney

CORRESPONDENCE INFORMATION

Correspondent

Nancy L. Rowe (Attorney of record)

Nancy L. Rowe
BOX TMSU
MORGAN LEWIS & BOCKIUS LLP
1111 PENNSYLVANIA AVE NW
WASHINGTON DC 20004

Thank you for your request. Here are the latest results from the TARR web server.

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Serial Number: 74469706

Registration Number: 2190157

Mark (words only): PERSONAL CHOICE

Standard Character claim: No

Current Status: Section 8 and 15 affidavits have been accepted and acknowledged.

Date of Status: 2004-02-09

Filing Date: 1993-12-15

Transformed into a National Application: No

Registration Date: 1998-09-22

Register: Principal

Law Office Assigned: LAW OFFICE 103

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 900 -File Repository (Franconia)

Date In Location: 2004-02-10

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. INDEPENDENCE BLUE CROSS

Address:

INDEPENDENCE BLUE CROSS
1901 MARKET STREET
PHILADELPHIA, PA 19103
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Pennsylvania

GOODS AND/OR SERVICES

International Class: 036

organization and administration of prepaid health care and health care financing plans

First Use Date: 1986-08-00

First Use in Commerce Date: 1986-08-00

Basis: 1(a)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2004-02-09 - Section 8 (6-year) accepted & Section 15 acknowledged

2004-01-09 - Section 8 (6-year) and Section 15 Filed

1999-01-14 - Section 7 amendment filed

1998-09-22 - Registered - Principal Register

1998-02-17 - Extension Of Time To Oppose Received

1998-01-13 - Published for opposition

1997-12-12 - Notice of publication

1997-10-20 - Approved for Pub - Principal Register (Initial exam)

1994-10-25 - Letter of suspension mailed

1994-09-23 - Communication received from applicant

1994-04-28 - Non-final action mailed

1994-04-19 - Case file assigned to examining attorney

CORRESPONDENCE INFORMATION

Correspondent

MARIA D. CASTNER (Attorney of record)

MARIA D. CASTNER
MORGAN, LEWIS & BOCKIUS LLP
1111 PENNSYLVANIA AVE., NW
WASHINGTON, DC 20004

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This page was generated by the TARR system on 2005-06-15 10:05:29 ET

Serial Number: 74137268 Assignment Information

Registration Number: 1696464 Assignment Information

Mark (words only): PERSONAL CHOICE

Standard Character claim: No

Current Status: This registration has been renewed.

Date of Status: 2002-08-30

Filing Date: 1991-02-07

Transformed into a National Application: No

Registration Date: 1992-06-23

Register: Principal

Law Office Assigned: LAW OFFICE 5

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 900 -File Repository (Franconia)

Date In Location: 2002-09-03

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. INDEPENDENCE BLUE CROSS

Address:

INDEPENDENCE BLUE CROSS
1901 MARKET STREET
PHILADELPHIA, PA 19103
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Pennsylvania

GOODS AND/OR SERVICES

International Class: 036

health insurance underwriting services

First Use Date: 1987-01-15

First Use in Commerce Date: 1987-01-15

Basis: 1(a)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2002-08-30 - First renewal 10 year

2002-08-30 - Section 8 (10-year) accepted/ Section 9 granted

2002-06-11 - Combined Section 8 (10-year)/Section 9 filed

2002-06-11 - PAPER RECEIVED

1999-05-27 - Section 7 new certificate issued

1999-03-03 - Response received for Post Registration action

1998-09-04 - Post Registration action mailed - Section 7

1998-08-11 - Post Registration action correction

1998-08-11 - Section 7 amendment filed

1997-11-05 - Section 8 (6-year) accepted & Section 15 acknowledged

1997-10-16 - Section 8 (6-year) and Section 15 Filed

1997-07-17 - Cancellation terminated for Proceeding

1997-07-17 - Cancellation dismissed for Proceeding

1994-12-07 - Cancellation Instituted No. 999999

1992-06-23 - Registered - Principal Register

1992-03-31 - Published for opposition

1992-02-28 - Notice of publication

1991-10-31 - Approved for Pub - Principal Register (Initial exam)

1941-08-22 - Communication received from applicant

1991-07-11 - Non-final action mailed

1991-06-04 - Case file assigned to examining attorney

CORRESPONDENCE INFORMATION

Correspondent

REGINA A. O'BRIEN, ESQ. (Attorney of record)

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