

ESTTA Tracking number: **ESTTA114606**

Filing date: **12/14/2006**

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	American International Group, Inc.
Granted to Date of previous extension	12/17/2006
Address	70 Pine Street New York, NY 10270 UNITED STATES

Correspondence information	James D. Zalewa Attorney LEYDIG VOIT & MAYER, LTD. Two Prudential Plaza, Ste 4900 180 North Stetson Chicago, IL 60601 UNITED STATES jzalewa@leydig.com Phone:312-616-5600
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Applicant Information

Application No	78577632	Publication date	06/20/2006
Opposition Filing Date	12/14/2006	Opposition Period Ends	12/17/2006
Applicant	New York Life Insurance Company 51 Madison Avenue New York, NY 10010 UNITED STATES		

Goods/Services Affected by Opposition

Class 036. All goods and services in the class are opposed, namely: Annuity underwriting services; financial analysis and consulting services; financial planning services; investment advisory services; Financial services; insurance services; investment services

Attachments	AIG-NoticeOfOppositionRe785777632.pdf (2 pages)(95577 bytes)
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Signature	/James D. Zalewa/
Name	James D. Zalewa
Date	12/14/2006

2. Said use has been valid and continuous since its date of first use and has not been abandoned. Said mark of Opposer is symbolic of extensive good will and consumer recognition built up by Opposer through substantial amounts of time and effort in advertising and promotion. In view of the similarity of the respective marks and the related nature of the services of the respective parties, it is alleged that Applicant's mark so resembles Opposer's mark previously used in the United States, and not abandoned, as to be likely to cause confusion, or to cause mistake, or to deceive.

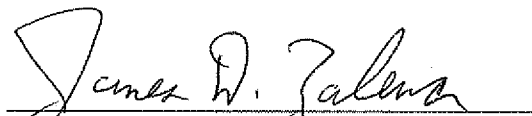
WHEREFORE, Opposer prays that said application Serial No. 78/577,632 be rejected, that no registration be issued thereon to Applicant, and that this opposition be sustained in favor of Opposer.

Opposer hereby appoints Leydig, Voit & Mayer, a law firm composed of James D. Zalewa, all members of the State of Illinois, to act as attorneys for Opposer herein, with full power to prosecute said opposition, to transact all relevant business with the Patent and Trademark Office and in the United States Courts and to receive all official communications in connection with this opposition.

Please charge the Deposit Account Number 12-1216 the Opposer's filing fee of \$300.00.

Respectfully Submitted,

Date: Dec. 14, 2006



James D. Zalewa
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Attorneys for Opposer