

ESTTA Tracking number: **ESTTA169454**

Filing date: **10/18/2007**

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	DriveTime Sales and Finance Corporation
Granted to Date of previous extension	11/21/2007
Address	4020 E. Indian School Road Phoenix, AZ 85018 UNITED STATES
Attorney information	Damon L. Boyd Snell & Wilmer LLP One Arizona Center, 400 E. Van Buren Phoenix, AZ 85004-2202 UNITED STATES dboyd@swlaw.com Phone:602-382-6337

### Applicant Information

Application No	77080810	Publication date	07/24/2007
Opposition Filing Date	10/18/2007	Opposition Period Ends	11/21/2007
Applicant	Mark One Holdings LLC 7601 Centurion Parkway Jacksonville, FL 32256 UNITED STATES		

### Goods/Services Affected by Opposition

Class 036. All goods and services in the class are opposed, namely: Financing relating to automobiles
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### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3103222	Application Date	11/15/2004
Registration Date	06/13/2006	Foreign Priority Date	NONE
Word Mark	GET IN. LET'S GO.		
Design Mark			
Description of Mark	NONE		

Goods/Services	Class 036. First use: First Use: 2004/07/15 First Use In Commerce: 2004/07/15 Automobile financing services		
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U.S. Registration No.	3228790	Application Date	06/22/2005
Registration Date	04/10/2007	Foreign Priority Date	NONE
Word Mark	THE GO-TO-GUYS FOR CARS AND CREDIT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Automobile dealership services		

U.S. Registration No.	3266039	Application Date	06/29/2005
Registration Date	07/17/2007	Foreign Priority Date	NONE
Word Mark	GO		
Design Mark			
Description of Mark	The mark consists of the word "go" in white on a green traffic sign.		
Goods/Services	Class 035. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Automobile dealership services		

U.S. Registration No.	3266040	Application Date	06/29/2005
Registration Date	07/17/2007	Foreign Priority Date	NONE
Word Mark	GO		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Automobile financing services conducted by an automobile dealership		

U.S. Registration No.	3041161	Application Date	11/15/2004
Registration Date	01/10/2006	Foreign Priority Date	NONE
Word Mark	1.866.DT.LETS.GO		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2005/01/10 First Use In Commerce: 2005/01/10 Automobile dealership services		

U.S. Registration No.	3119300	Application Date	11/15/2004
Registration Date	07/25/2006	Foreign Priority	NONE

		Date	
Word Mark	1.866.DT.LETS.GO		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 2005/01/10 First Use In Commerce: 2005/01/10 Automobile financing services		

U.S. Registration No.	3277041	Application Date	07/21/2005
Registration Date	08/07/2007	Foreign Priority Date	NONE
Word Mark	WE TURN NO TO GO		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Automobile dealership services		

U.S. Registration No.	3228818	Application Date	07/21/2005
Registration Date	04/10/2007	Foreign Priority Date	NONE
Word Mark	WE TURN NO TO GO		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Automobile financing services		

U.S. Application No.	78849670	Application Date	03/30/2006
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	GOFORAPPROVAL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Automobile dealership services		

U.S. Application No.	78849671	Application Date	03/30/2006
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	GOFORAPPROVAL		
Design Mark			
Description of Mark	NONE		

Goods/Services	Class 036. First use: First Use: 2005/08/00 First Use In Commerce: 2005/08/00 Automobile financing services		
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U.S. Application No.	78849673	Application Date	03/30/2006
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Registration Date	NONE	Foreign Priority Date	NONE
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Word Mark	GOFOURAPPROVAL		
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Design Mark			
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Description of Mark	NONE		
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Goods/Services	Class 035. First use: Automobile dealership services		
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U.S. Application No.	78849675	Application Date	03/30/2006
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Registration Date	NONE	Foreign Priority Date	NONE
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Word Mark	GOFOURAPPROVAL		
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Design Mark			
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Description of Mark	NONE		
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Goods/Services	Class 036. First use: Automobile financing services		
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U.S. Application No.	78849681	Application Date	03/30/2006
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Registration Date	NONE	Foreign Priority Date	NONE
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Word Mark	GO4APPROVAL		
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Design Mark			
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Description of Mark	NONE		
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Goods/Services	Class 035. First use: Automobile dealership services		
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U.S. Application No.	78849684	Application Date	03/30/2006
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Registration Date	NONE	Foreign Priority Date	NONE
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Word Mark	GO4APPROVAL		
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Design Mark			
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Description of Mark	NONE		
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Goods/Services	Class 036. First use: Automobile financing services		
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Attachments	78516701#TMSN.jpeg ( 1 page )( bytes )		
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	78655814#TMSN.jpeg ( 1 page )( bytes ) 78660939#TMSN.jpeg ( 1 page )( bytes ) 78660949#TMSN.jpeg ( 1 page )( bytes ) 78516678#TMSN.jpeg ( 1 page )( bytes ) 78516679#TMSN.jpeg ( 1 page )( bytes ) 78675437#TMSN.jpeg ( 1 page )( bytes ) 78675445#TMSN.jpeg ( 1 page )( bytes ) 78849670#TMSN.jpeg ( 1 page )( bytes ) 78849671#TMSN.jpeg ( 1 page )( bytes ) 78849673#TMSN.jpeg ( 1 page )( bytes ) 78849675#TMSN.jpeg ( 1 page )( bytes ) 78849681#TMSN.jpeg ( 1 page )( bytes ) 78849684#TMSN.jpeg ( 1 page )( bytes ) Notice of Opposition 0186.pdf ( 29 pages )(890388 bytes )
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Signature	/Damon L. Boyd/
Name	Damon L. Boyd
Date	10/18/2007

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

In the matter of application Serial No. 77/080,810

Published in the *Official Gazette* of July 24, 2007 at page TM 1132

DRIVETIME SALES AND FINANCE  
CORPOATION, an Arizona corporation,

Opposer,

vs.

MARK ONE HOLDINGS, LLC, a Florida  
Limited Liability Company,

Applicant.

Opposition No.: \_\_\_\_\_

**NOTICE OF OPPOSITION**

DriveTime Sales and Finance Corporation, an Arizona corporation with its principal place of business at 4020 E. Indian School Rd, Phoenix, AZ 85018 ("Opposer"), believes that it will be damaged by the registration of Trademark Application Serial No. 77/080,810 for the mark YOU'RE GOOD TO GO with an intent to use in commerce in connection with "financing relating to automobiles" in International Class 36, and hereby opposes the same.

As grounds for opposition, including grounds under the provisions of Section 13 of the Trademark Act of 1946, 15 U.S.C. §1063, as amended, Opposer hereby alleges the following:

1. Since at least as early as July 2004, over two years prior to the filing of Applicant's application that is the subject of this Notice of Opposition, Opposer adopted and began use of its GO family of marks, as defined below, in connection with, among other things,

automobile financing services. Opposer has continuously used its GO family of marks in connection with such services since that time.

2. Opposer has registered the GO family of marks, including the marks GO<sup>®</sup>, GET IN. LET'S GO.<sup>®</sup>, THE GO-TO-GUYS FOR CARS AND CREDIT<sup>®</sup>, WE TURN NO TO GO<sup>®</sup>, and 1.866.DT.LETS.GO<sup>®</sup> as demonstrated by Exhibits A through E to this Notice of Opposition enumerated below. In addition, Opposer has pending service mark applications in the GO family including the marks GOFORAPPROVAL, GOFOURAPPROVAL, and GO4APPROVAL.

3. Opposer owns U.S. Service Mark Registration No. 3,103,222 registered on June 13, 2006 for the mark GET IN. LET'S GO.<sup>®</sup> for automobile financing services in International Class 36. Opposer's use of this mark dates back as early as July 2004. Such registration is valid, subsisting and thus in full force and effect. A copy of the current United States "TESS" database record for this registration is attached hereto as Exhibit A.

4. Opposer owns U.S. Service Mark Registration Nos. 3,228,790 and 3,228,791 registered on April 10, 2007 for the mark THE GO-TO-GUYS FOR CARS AND CREDIT<sup>®</sup> in connection with automobile dealership services and automobile financing services in International Classes 35 and 36, respectively. Opposer's constructive use of this mark dates back to at least as early as June 2005. Such registration is valid, subsisting and thus in full force and effect. A copy of the current United States "TESS" database records for these registrations is attached hereto as Exhibit B.

5. Opposer owns U.S. Service Mark Registration Nos. 3,266,039 and 3,266,040 registered on July 17, 2007 for the mark GO<sup>®</sup> in connection with automobile dealership services and automobile financing services conducted by an automobile dealership in

International Classes 35 and 36, respectively. Opposer's constructive use of this mark dates back to at least as early as June 2005. Such registration is valid, subsisting and thus in full force and effect. A copy of the current United States "TESS" database records for these registrations is attached hereto as Exhibit C.

6. Opposer owns U.S. Service Mark Registration Nos. 3,041,161 and 3,119,300 registered on January 10, 2006 and July 25, 2006, respectively for the mark 1.866.DT.LETS.GO<sup>®</sup> in connection with automobile dealership services in International Class 35 and automobile financing services in International Class 36. Opposer's constructive use of this mark dates back to at least as early November 2004. Such registration is valid, subsisting and thus in full force and effect. A copy of the current United States "TESS" database records for these registrations is attached hereto as Exhibit D.

7. Opposer owns U.S. Service Mark Registration Nos. 3,277,041 and 3,228,818 registered on August 7, 2007 and April 10, 2007, respectively for the mark WE TURN NO TO GO<sup>®</sup> in connection with automobile dealership services in International Class 35 and automobile financing services in International Class 36. Opposer's constructive use of this mark dates back to at least as early as July 2005. Such registration is valid, subsisting and thus in full force and effect. A copy of the current United States "TESS" database records for these registrations is attached hereto as Exhibit E.

8. Opposer has pending U.S. Service Mark Applications with Serial Nos. 78/849,670 and 78/849,671 for the mark GOFORAPPROVAL filed on March 30, 2006 in connection with automobile dealership in International Class 35 and automobile financing in International Class 36, respectively. A copy of the current United States "TESS" database records for these applications is attached hereto as Exhibit F.



9. Opposer has pending U.S. Service Mark Applications with Serial Nos. 78/849,673 and 78/849,675 for the mark GOFOURAPPROVAL filed on March 30, 2006 in connection with automobile dealership in International Class 35 and automobile financing in International Class 36, respectively. A copy of the current United States "TESS" database records for these applications is attached hereto as Exhibit G.

10. Opposer has pending U.S. Service Mark Applications with Serial Nos. 78/849,681 and 78/849,684 for the mark GO4APPROVAL filed on March 30, 2006 in connection with automobile dealership in International Class 35 and automobile financing in International Class 36, respectively. A copy of the current United States "TESS" database records for these applications is attached hereto as Exhibit H.

11. Upon information and belief, Trademark Application Serial No. 77/080,810 (filed on January 11, 2007) is owned by Mark One Holdings, LLC, a Florida Limited Liability Company with a principal place of business at 7601 Centurion Parkway, Jacksonville, FL 32256 ("Applicant"). A copy of the current United States "TESS" database record for this application is attached hereto as Exhibit I. Applicant has filed that application in seeking to register the mark YOU'RE GOOD TO GO as a service mark based on its intent to use the mark in commerce in connection with financing relating to automobiles in International Class 36, as evidenced by the publication of the mark in the July 24, 2007 *Official Gazette* on page TM 1132. A copy of that publication is attached hereto as Exhibit J.

12. There is no issue of priority in the present case. Opposer has been continuously using its registered GO family of marks in commerce for months, if not years, prior to Applicant's filing of the subject YOU'RE GOOD TO GO application.

13. Opposer has spent and continues to spend substantial sums of money in advertising and promoting its services under its registered GO family of marks and, as a result, has developed substantial goodwill and consumer recognition in what have become well-known marks. Indeed, DriveTime's strong national presence is evidence that the GO family of marks is well-known, famous and distinctive. When consumers encounter the marks, they think of the quality, affordable automobiles and unique financing services provided by DriveTime. This consumer association makes DriveTime's marks very valuable as an indicator of the source and quality of its services and goods.

14. Applicant's YOU'RE GOOD TO GO mark, if registered in connection with the aforementioned services recited in Applicant's Trademark Application Serial No. 77/080,810, is confusingly similar in meaning and manner of use to Opposer's GO family of marks. It is likely to cause confusion, mistake, or deception as to the affiliation, connection, or association of Applicant with Opposer, or as to the origin, sponsorship, or approval of Applicant's services by Opposer.

15. Applicant's proposed mark (Serial No. 77/080,810) is classified in the same International Class of services, namely Class 36, as Opposer's aforementioned GO family of marks for services that are almost identically recited as Opposer's services.

16. Applicant's description of services for its proposed mark (Serial No. 77/080,810) is sufficiently broad to encompass the services in Opposer's GO family of marks.

17. If Trademark Application Serial No. 77/080,810 is permitted to be registered on the Principal Register, Opposer will suffer great injury, violating the protection provided under 15 U.S.C. §§ 1114 and 1125(a). Allowing registration of Applicant's mark would run counter to the public interest with respect to the ability to accurately ascertain the source of

services in the marketplace. Additionally, Opposer does not have control over the quality of the services provided by Applicant, nor any other connection with such services. Applicant's use and registration of the subject mark would cause the public to believe that Applicant is in some way associated with, sponsored by, or authorized by Opposer, and any faults or deficiencies in Applicant's services would reflect adversely on Opposer unless this opposition is sustained.

18. Allowing registration of Applicant's mark would allow Applicant to unfairly trade upon Opposer's substantial goodwill developed in its GO family of marks in connection with the services enumerated herein.

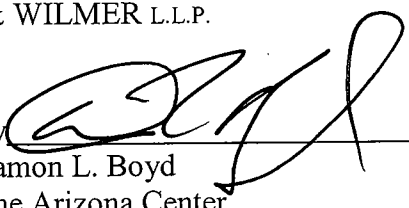
WHEREFORE, Opposer prays that Application Serial No. 77/080,810 be rejected, that no registration be issued thereon, and that this Opposition be sustained in favor of Opposer.

This Notice of Opposition is timely filed within an extension of time granted to Opposer by the Trademark Trial and Appeal Board. As noted in the electronic filing to which the document is attached, the undersigned has authorized payment by deposit account of the filing fee of \$300.00 for opposing an application in one class in accordance with 37 C.F.R. §2.6(a)(17).

Respectfully submitted,

SNELL & WILMER L.L.P.

Dated: October 18, 2007

By   
Damon L. Boyd  
One Arizona Center  
400 East Van Buren  
Phoenix, Arizona 85004-2202  
Tel. (602) 382-6337  
Attorney for Opposer  
DriveTime Sales and Finance  
Corporation

# **EXHIBIT A**



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**GET IN. LET'S GO.**

**Word Mark** GET IN. LET'S GO.  
**Goods and Services** IC 036. US 100 101 102. G & S: Automobile financing services. FIRST USE: 20040715. FIRST USE IN COMMERCE: 20040715  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 78516701  
**Filing Date** November 15, 2004  
**Current Filing Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** March 21, 2006  
**Registration Number** 3103222  
**Registration Date** June 13, 2006  
**Owner** (REGISTRANT) Drivetime Sales and Finance Corporation CORPORATION ARIZONA 4020 E. Indian School Road Phoenix ARIZONA 85018  
**Attorney of Record** Damon L. Boyd  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# **EXHIBIT B**



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# THE GO-TO-GUYS FOR CARS AND CREDIT

**Word Mark** THE GO-TO-GUYS FOR CARS AND CREDIT  
**Goods and Services** IC 035. US 100 101 102. G & S: Automobile dealership services. FIRST USE: 20050800. FIRST USE IN COMMERCE: 20050800  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 78655814  
**Filing Date** June 22, 2005  
**Current Filing Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** March 14, 2006  
**Registration Number** 3228790  
**Registration Date** April 10, 2007  
**Owner** (REGISTRANT) DriveTime Sales and Finance Corporation CORPORATION ARIZONA 4020 E. Indian School Road Phoenix ARIZONA 85018  
**Attorney of Record** Damon L. Boyd  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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**THE GO-TO-GUYS FOR CARS AND CREDIT**

**Word Mark** THE GO-TO-GUYS FOR CARS AND CREDIT  
**Goods and Services** IC 036. US 100 101 102. G & S: Automobile financing services. FIRST USE: 20050800. FIRST USE IN COMMERCE: 20050800  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 78655834  
**Filing Date** June 22, 2005  
**Current Filing Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** March 14, 2006  
**Registration Number** 3228791  
**Registration Date** April 10, 2007  
**Owner** (REGISTRANT) DriveTime Sales and Finance Corporation CORPORATION ARIZONA 4020 E. Indian School Road Phoenix ARIZONA 85018  
**Attorney of Record** Damon L. Boyd  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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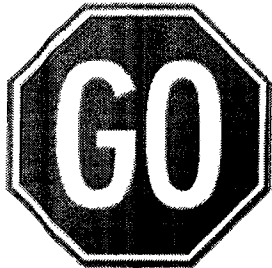
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**Word Mark** GO

**Goods and Services** IC 035. US 100 101 102. G & S: Automobile dealership services. FIRST USE: 20050800. FIRST USE IN COMMERCE: 20050800

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 07.13.02 - Advertising, signs, alone; Street signs not attached to a support  
18.15.01 - Stop sign  
26.15.20 - Polygons inside one another  
26.15.21 - Polygons that are completely or partially shaded

**Serial Number** 78660939

**Filing Date** June 29, 2005

**Current Filing Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** March 14, 2006

**Registration Number** 3266039

**Registration Date** July 17, 2007

**Owner** (REGISTRANT) DriveTime Sales and Finance Corporation CORPORATION ARIZONA 4020 E. Indian School Road Phoenix ARIZONA 85018

**Attorney of Record** Damon L. Boyd

**Description of Mark** The color(s) Green and white is/are claimed as a feature of the mark. The mark consists of the word "go" in white on a green traffic sign.



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<b>Word Mark</b>	<b>GO</b>
<b>Goods and Services</b>	IC 036. US 100 101 102. G & S: Automobile financing services conducted by an automobile dealership. FIRST USE: 20050800. FIRST USE IN COMMERCE: 20050800
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	07.13.02 - Advertising, signs, alone; Street signs not attached to a support 18.15.01 - Stop sign 26.15.20 - Polygons inside one another 26.15.21 - Polygons that are completely or partially shaded
<b>Serial Number</b>	78660949
<b>Filing Date</b>	June 29, 2005
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	March 28, 2006
<b>Registration Number</b>	3266040
<b>Registration Date</b>	July 17, 2007
<b>Owner</b>	(REGISTRANT) DriveTime Sales and Finance Corporation CORPORATION ARIZONA 4020 E. Indian School Road Phoenix ARIZONA 85018
<b>Attorney of</b>	

# **EXHIBIT D**



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**1.866.DT.LETS.GO**

**Word Mark** 1.866.DT.LETS.GO  
**Goods and Services** IC 035. US 100 101 102. G & S: Automobile dealership services. FIRST USE: 20050110. FIRST USE IN COMMERCE: 20050110  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 78516678  
**Filing Date** November 15, 2004  
**Current Filing Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** October 18, 2005  
**Registration Number** 3041161  
**Registration Date** January 10, 2006  
**Owner** (REGISTRANT) DriveTime Sales and Finance Corporation CORPORATION ARIZONA 4020 E. Indian School Road Phoenix ARIZONA 85018  
**Attorney of Record** Damon L. Boyd  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# 1.866.DT.LETS.GO

<b>Word Mark</b>	1.866.DT.LETS.GO
<b>Goods and Services</b>	IC 036. US 100 101 102. G & S: Automobile financing services. FIRST USE: 20050110. FIRST USE IN COMMERCE: 20050110
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78516679
<b>Filing Date</b>	November 15, 2004
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	May 2, 2006
<b>Registration Number</b>	<b>3119300</b>
<b>Registration Date</b>	July 25, 2006
<b>Owner</b>	(REGISTRANT) DriveTime Sales and Finance Corporation CORPORATION ARIZONA 4020 E. Indian School Road Phoenix ARIZONA 85018
<b>Attorney of Record</b>	Damon L. Boyd
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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# WE TURN NO TO GO

<b>Word Mark</b>	WE TURN NO TO GO
<b>Goods and Services</b>	IC 035. US 100 101 102. G & S: Automobile dealership services. FIRST USE: 20050800. FIRST USE IN COMMERCE: 20050800
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78675437
<b>Filing Date</b>	July 21, 2005
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	March 14, 2006
<b>Registration Number</b>	<b>3277041</b>
<b>Registration Date</b>	August 7, 2007
<b>Owner</b>	(REGISTRANT) DriveTime Sales and Finance Corporation CORPORATION ARIZONA 4020 E. Indian School Road Phoenix ARIZONA 85018
<b>Attorney of Record</b>	Damon L. Boyd
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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**WE TURN NO TO GO**

<b>Word Mark</b>	WE TURN NO TO GO
<b>Goods and Services</b>	IC 036. US 100 101 102. G & S: Automobile financing services. FIRST USE: 20050800. FIRST USE IN COMMERCE: 20050800
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78675445
<b>Filing Date</b>	July 21, 2005
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	March 14, 2006
<b>Registration Number</b>	3228818
<b>Registration Date</b>	April 10, 2007
<b>Owner</b>	(REGISTRANT) DriveTime Sales and Finance Corporation CORPORATION ARIZONA 4020 E. Indian School Road Phoenix ARIZONA 85018
<b>Attorney of Record</b>	Damon L. Boyd
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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# **EXHIBIT F**


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# GOFORAPPROVAL

<b>Word Mark</b>	GOFORAPPROVAL
<b>Goods and Services</b>	IC 035. US 100 101 102. G & S: Automobile dealership services. FIRST USE: 20050800. FIRST USE IN COMMERCE: 20050800
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78849670
<b>Filing Date</b>	March 30, 2006
<b>Current Filing Basis</b>	1B
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	October 31, 2006
<b>Owner</b>	(APPLICANT) DriveTime Sales and Finance Corporation CORPORATION ARIZONA 4020 E. Indian School Road Phoenix ARIZONA 85018
<b>Attorney of Record</b>	Damon L. Boyd
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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# GOFORAPPROVAL

<b>Word Mark</b>	GOFORAPPROVAL
<b>Goods and Services</b>	IC 036. US 100 101 102. G & S: Automobile financing services. FIRST USE: 20050800. FIRST USE IN COMMERCE: 20050800
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78849671
<b>Filing Date</b>	March 30, 2006
<b>Current Filing Basis</b>	1B
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	October 31, 2006
<b>Owner</b>	(APPLICANT) DriveTime Sales and Finance Corporation CORPORATION ARIZONA 4020 E. Indian School Road Phoenix ARIZONA 85018
<b>Attorney of Record</b>	Damon L. Boyd
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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**GOFOURAPPROVAL**

**Word Mark** GOFOURAPPROVAL  
**Goods and Services** IC 035. US 100 101 102. G & S: Automobile dealership services  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 78849673  
**Filing Date** March 30, 2006  
**Current Filing Basis** 1B  
**Original Filing Basis** 1B  
**Published for Opposition** October 31, 2006  
**Owner** (APPLICANT) DriveTime Sales and Finance Corporation CORPORATION ARIZONA 4020 E. Indian School Road Phoenix ARIZONA 85018  
**Attorney of Record** Damon L. Boyd  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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<b>Word Mark</b>	GOFOURAPPROVAL
<b>Goods and Services</b>	IC 036. US 100 101 102. G & S: Automobile financing services
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78849675
<b>Filing Date</b>	March 30, 2006
<b>Current Filing Basis</b>	1B
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	October 31, 2006
<b>Owner</b>	(APPLICANT) DriveTime Sales and Finance Corporation CORPORATION ARIZONA 4020 E. Indian School Road Phoenix ARIZONA 85018
<b>Attorney of Record</b>	Damon L. Boyd
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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# YOU'RE GOOD TO GO!

<b>Word Mark</b>	YOU'RE GOOD TO GO!
<b>Goods and Services</b>	IC 036. US 100 101 102. G & S: Financing relating to automobiles
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	77080810
<b>Filing Date</b>	January 11, 2007
<b>Current Filing Basis</b>	1B
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	July 24, 2007
<b>Owner</b>	(APPLICANT) Mark One Holdings LLC LTD LIAB CO FLORIDA 7601 Centurion Parkway Jacksonville FLORIDA 32256
<b>Attorney of Record</b>	Mark J. Young
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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# **EXHIBIT J**

**CLASS 36—(Continued).**

SN 77-078,166. FIRST FINANCIAL HOLDINGS, INC., CHARLESTON, SC. FILED 1-8-2007.

**VALUEFIRST NONPROFIT CHECKING**

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.  
 NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE NONPROFIT CHECKING, APART FROM THE MARK AS SHOWN.  
 FOR BANKING SERVICES, NAMELY, CHECKING ACCOUNT SERVICES (U.S. CLS. 100, 101 AND 102).  
 JANET LEE, EXAMINING ATTORNEY

SN 77-078,230. DOBROW, ALEXANDER, KILL DEVIL HILLS, NC. FILED 1-8-2007.

**PEOPLE WITH PETS**

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.  
 SEC. 2(F).  
 FOR APARTMENT LOCATING SERVICES FOR OTHERS (U.S. CLS. 100, 101 AND 102).  
 FIRST USE 12-17-1997; IN COMMERCE 12-17-1997.  
 LEIGH CAROLINE CASE, EXAMINING ATTORNEY

SN 77-078,794. SOUTHEASTERN LEGAL FOUNDATION, INC., ATLANTA, GA. FILED 1-9-2007.

**"Celebrate America"**

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.  
 NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AMERICA", APART FROM THE MARK AS SHOWN.  
 FOR CHARITABLE FUND RAISING (U.S. CLS. 100, 101 AND 102).  
 FIRST USE 1-31-1995; IN COMMERCE 1-31-1995.  
 JOHN DALIER, EXAMINING ATTORNEY

**CLASS 36—(Continued).**

SN 77-079,788. EVERBANK, JACKSONVILLE, FL. FILED 1-10-2007.

**PACIFIC ADVANTAGE**

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.  
 FOR FINANCIAL INVESTMENT IN THE FIELD OF CERTIFICATES OF DEPOSIT AND MONEY MARKETS (U.S. CLS. 100, 101 AND 102).  
 JOANNA DUKOVIC, EXAMINING ATTORNEY

SN 77-080,552. SENECA ONE, LLC, BETHESDA, MD. FILED 1-11-2007.



FOR FINANCIAL SERVICES, NAMELY, THE PURCHASE OF FUTURE PAYMENTS OF LOTTERY AND CONTEST WINNINGS, STRUCTURED SETTLEMENTS, SECURED INSURANCE SETTLEMENTS AND ANNUITIES; CREDIT INQUIRY AND CONSULTATION (U.S. CLS. 100, 101 AND 102).  
 FIRST USE 2-3-2006; IN COMMERCE 2-3-2006.  
 JEFF DEFORD, EXAMINING ATTORNEY

SN 77-080,810. MARK ONE HOLDINGS LLC, JACKSONVILLE, FL. FILED 1-11-2007.

**YOU'RE GOOD TO GO!**

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.  
 FOR FINANCING RELATING TO AUTOMOBILES (U.S. CLS. 100, 101 AND 102).  
 AMY BROZENIC, EXAMINING ATTORNEY