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Filing date: **11/26/2007**

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

Proceeding	91180159
Party	Defendant Mark One Holdings LLC
Correspondence Address	MARK J. YOUNG MARK YOUNG, P.A. 12086 FORT CAROLINE RD SUITE 202 JACKSONVILLE, FL 32225-2689 myoung@myoungpa.com
Submission	Answer
Filer's Name	Mark J. Young
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Signature	/Mark J. Young/
Date	11/26/2007
Attachments	Answer.pdf (4 pages)(99396 bytes)

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

DRIVETIME SALES AND FINANCE)	In the matter of
CORPOATION, an Arizona corporation,)	
)	Serial No.: 77/080,810
Opposer.)	
)	For the Mark: YOU'RE GOOD TO GO!
vs.)	
)	Opposition No. 91180159
MARK ONE HOLDINGS, LLC, a Florida)	
Limited Liability Company,)	
)	
Applicant.)	

APPLICANT'S ANSWER TO
OPPOSER'S NOTICE OF OPPOSITION

Applicant, by and through its attorney, hereby answers the allegations set forth in OPPOSER'S NOTICE OF OPPOSITION ("Notice of Opposition") as follows:

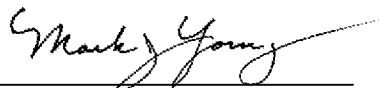
1. Applicant has insufficient knowledge or information as to the truth of the allegations set forth in Paragraph 1 of the Notice of Opposition and, therefore, denies said allegations.
2. Applicant has insufficient knowledge or information as to the truth of the allegations set forth in Paragraph 2 of the Notice of Opposition and, therefore, denies said allegations.
3. Applicant has insufficient knowledge or information as to the truth of the allegations set forth in Paragraph 3 of the Notice of Opposition and, therefore, denies said allegations.
4. Applicant has insufficient knowledge or information as to the truth of the allegations set forth in Paragraph 4 of the Notice of Opposition and, therefore, denies said allegations.
5. Applicant has insufficient knowledge or information as to the truth of the allegations set forth in Paragraph 5 of the Notice of Opposition and, therefore, denies said allegations.
6. Applicant has insufficient knowledge or information as to the truth of the allegations set forth in Paragraph 6 of the Notice of Opposition and, therefore, denies said allegations.

7. Applicant has insufficient knowledge or information as to the truth of the allegations set forth in Paragraph 7 of the Notice of Opposition and, therefore, denies said allegations.
8. Applicant has insufficient knowledge or information as to the truth of the allegations set forth in Paragraph 8 of the Notice of Opposition and, therefore, denies said allegations.
9. Applicant has insufficient knowledge or information as to the truth of the allegations set forth in Paragraph 9 of the Notice of Opposition and, therefore, denies said allegations.
10. Applicant has insufficient knowledge or information as to the truth of the allegations set forth in Paragraph 10 of the Notice of Opposition and, therefore, denies said allegations.
11. Applicant admits the allegations set forth in Paragraph 11 of the Notice of Opposition.
12. Applicant denies the allegations set forth in Paragraph 12 of the Notice of Opposition.
13. Applicant has insufficient knowledge or information as to the truth of the allegations set forth in Paragraph 13 of the Notice of Opposition and, therefore, denies said allegations.
14. Applicant denies the allegations set forth in Paragraph 14 of the Notice of Opposition.
15. Applicant has insufficient knowledge or information as to the truth of the allegations set forth in Paragraph 15 of the Notice of Opposition and, therefore, denies said allegations.
16. Applicant denies the allegations set forth in Paragraph 16 of the Notice of Opposition.
17. Applicant denies the allegations set forth in Paragraph 17 of the Notice of Opposition.
18. Applicant denies the allegations set forth in Paragraph 18 of the Notice of Opposition.

Applicant expressly denies any and all allegations in the Notice of Opposition not expressly admitted above.

WHEREFORE, Applicant prays that based upon the foregoing, the evidence of record, and applicable law, the court dismiss and deny Opposer's Notice of Opposition with prejudice and allow Application Serial No. 77/080,810 to achieve registration.

Respectfully submitted



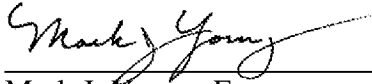
November 26, 2007

Mark J. Young, Esq.
Attorney for Applicant
USPTO Reg. No. 39,436

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CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing was deposited with the United States Postal Service, First Class Mail, postage prepaid, in an envelope addressed to Attorney for Opposer, Damon L. Boyd, Snell & Wilmer LLP, One Arizona Center, 400 E. Van Buren, Phoenix, AZ 85004-2202, on the date set forth below.



Mark J. Young, Esq.
Attorney for Applicant

November 26, 2007

Date

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