

ESTTA Tracking number: **ESTTA323828**

Filing date: **12/23/2009**

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 Express Marketing & Development Corp.
Granted to Date of previous extension	12/23/2009
Address	World Financial Center 49th Floor, 200 Vesey Street New York, NY 10285 UNITED STATES

Attorney information	Mark Liss and Boris Umansky Leydig, Voit & Mayer, Ltd. Two Prudential Plaza, 180 N. Stetson Suite 4900 Chicago, IL 60601 UNITED STATES bumansky@leydig.com,mliss@leydig.com,trademark@leydig.com Phone:312-616-5600
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**Applicant Information**

Application No	77549585	Publication date	08/25/2009
Opposition Filing Date	12/23/2009	Opposition Period Ends	12/23/2009
Applicant	Gilad Development Corporation 5959 Topanga Canyon Blvd. Suite 285 Woodland Hills, CA 91367 UNITED STATES		

**Goods/Services Affected by Opposition**

Class 035. All goods and services in the class are opposed, namely: Promoting public awareness of American railroad history
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**Grounds for Opposition**

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

**Marks Cited by Opposer as Basis for Opposition**

U.S. Registration No.	1024840	Application Date	05/15/1974
Registration Date	11/11/1975	Foreign Priority Date	NONE
Word Mark	AMERICAN EXPRESS		

Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 035. First use: First Use: 1971/00/00 First Use In Commerce: 1971/00/00 COMPUTERIZED CREDIT AUTHORIZATION, CONVENTION AND MEETING ARRANGEMENT SERVICES AND REAL ESTATE MANAGEMENT SERVICES</p> <p>Class 036. First use: First Use: 1850/00/00 First Use In Commerce: 1850/00/00 FINANCIAL AND FINANCIALLY RELATED SERVICES-NAMELY, CREDIT CARD SERVICES, TRAVELER'S CHECK SERVICES, MONEY ORDER SERVICES, INTERNATIONAL BANKING SERVICES, INVESTMENT BANKING SERVICES, MILITARY BANKING SERVICES, FINANCIAL SERVICES FOR TRAVELERS, FOREIGN REMITTANCE SERVICES, ELECTRONIC FUNDS TRANSFER SERVICES, MUTUAL FUND INVESTMENT SERVICES AND INSURANCE UNDERWRITING SERVICES</p> <p>Class 039. First use: First Use: 1915/00/00 First Use In Commerce: 1915/00/00 TRAVEL SERVICES-NAMELY, TICKET AND TOUR ARRANGEMENTS, TRANSPORTATION, TOUR AND SIGHTSEEING RESERVATION SERVICES</p> <p>Class 042. First use: First Use: 1969/00/00 First Use In Commerce: 1969/00/00 GENERAL MERCHANDISE MAIL ORDER SERVICES AND HOTEL SERVICES</p>

U.S. Registration No.	1032516	Application Date	01/27/1975
Registration Date	02/03/1976	Foreign Priority Date	NONE

Word Mark	AMERICAN EXPRESS
Design Mark	

Description of Mark	NONE
Goods/Services	<p>Class 036. First use: First Use: 1974/12/11 First Use In Commerce: 1974/12/11 FINANCIAL SERVICES FOR TRAVELERS-NAMELY, TRAVELER'S CHECK SERVICES, MONEY ORDER SERVICES, CREDIT CARD SERVICES AND FOREIGN REMITTANCE SERVICES</p> <p>Class 039. First use: First Use: 1974/12/11 First Use In Commerce: 1974/12/11 TRAVEL AGENCY SERVICES-NAMELY, TICKET AND TOUR ARRANGEMENTS; TOUR AND SIGHTSEEING RESERVATION SERVICES</p> <p>Class 042. First use: First Use: 1974/12/11 First Use In Commerce: 1974/12/11 RETAIL GENERAL MERCHANDISE MAIL ORDER SERVICES; MOTEL RESERVATION SERVICES</p>

U.S. Registration No.	2338220	Application Date	03/22/1999
Registration Date	04/04/2000	Foreign Priority	NONE

		Date	
Word Mark	AMERICAN EXPRESS ONE		
Design Mark	<b>AMERICAN EXPRESS ONE</b>		
Description of Mark	NONE		
Goods/Services	<p>Class 039. First use: First Use: 1999/03/22 First Use In Commerce: 1999/03/22 TRAVEL AGENCY SERVICES, NAMELY, MAKING RESERVATIONS AND BOOKINGS FOR TRANSPORTATION; TRAVEL BOOKING AGENCIES; TRAVEL INFORMATION SERVICES; ARRANGING TRAVEL TOURS</p> <p>Class 042. First use: First Use: 1999/03/22 First Use In Commerce: 1999/03/22 TRAVEL AGENCY SERVICES, NAMELY, MAKING RESERVATIONS AND BOOKINGS FOR TEMPORARY LODGING</p>		

U.S. Registration No.	2645207	Application Date	10/20/2000
Registration Date	11/05/2002	Foreign Priority Date	NONE
Word Mark	BLUE FROM AMERICAN EXPRESS		
Design Mark	<b>BLUE FROM AMERICAN EXPRESS</b>		
Description of Mark	NONE		
Goods/Services	<p>Class 036. First use: First Use: 1999/09/08 First Use In Commerce: 1999/09/08 FINANCIAL SERVICES, NAMELY, PROVIDING CREDIT CARD, [ DEBIT CARD, CHARGE CARD, AND STORED VALUE AND SMART CARD SERVICES]; ELECTRONIC FUNDS AND CURRENCY TRANSFER SERVICES, ELECTRONIC PAYMENTS SERVICES, NAMELY, ELECTRONIC PROCESSING AND TRANSMISSION OF BILL PAYMENT; CASH DISBURSEMENT SERVICES, AND, TRANSACTION, AUTHORIZATION AND SETTLEMENT SERVICES,[ NAMELY, CREDIT CARD VERIFICATION; TRAVELERS CHECK ISSUANCE SERVICES, MONEY ORDER SERVICES, AND INTERNATIONAL BANKING SERVICES, INVESTMENT BANKING SERVICES, MILITARY BANKING SERVICES,] AND FINANCIAL SERVICES FOR TRAVELERS, NAMELY, FINANCIAL EXCHANGE AND TRANSFER OF ELECTRONIC FUNDS; MUTUAL FUND INVESTMENT SERVICES, AND CREDIT CARD PURCHASE PROTECTION, NAMELY, POTENTIAL REIMBURSEMENT OF FUNDS FOR DISPUTED ITEMS; PROVIDING AN INTERACTIVE WEB SITE FEATURING INFORMATION IN THE FIELD OF FINANCIAL SERVICES; COMPUTERIZED CREDIT CARD VERIFICATION; ELECTRONIC CASH TRANSACTIONS</p> <p>Class 039. First use: First Use: 1999/09/08 First Use In Commerce: 1999/09/08 ARRANGING TRAVEL TOURS AS A BONUS PROGRAM FOR CREDIT CARD CUSTOMERS; TRAVEL AGENCY SERVICES, NAMELY, TRANSPORTATION RESERVATION SERVICES</p> <p>Class 042. First use: First Use: 1999/09/08 First Use In Commerce: 1999/09/08</p>		

	COMPUTER SECURITY SERVICES, NAMELY, PROVIDING SECURED TRANSACTION AND ONLINE SECURITY SERVICES OVER A GLOBAL COMPUTER NETWORK TO ENSURE THE SECURITY, AUTHENTICATION AND VERIFICATION OF ONLINE FINANCIAL TRANSACTIONS; TRAVEL AGENCY SERVICES, NAMELY, MAKING RESERVATIONS AND BOOKINGS FOR TEMPORARY LODGING
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U.S. Registration No.	3157593	Application Date	09/28/2005
Registration Date	10/17/2006	Foreign Priority Date	NONE


Word Mark	AMERICAN EXPRESS
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Design Mark	
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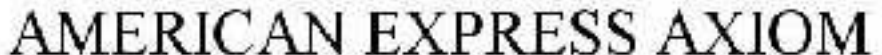
Description of Mark	NONE
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Goods/Services	<p>Class 016. First use: First Use: 1974/12/11 First Use In Commerce: 1974/12/11 Periodic magazines, newsletters, brochures and leaflets dealing with travel, dining and hotels</p> <p>Class 035. First use: First Use: 1974/12/11 First Use In Commerce: 1974/12/11 Promoting the sale of goods and services of others by awarding purchase points for credit card use</p> <p>Class 036. First use: First Use: 1974/12/11 First Use In Commerce: 1974/12/11 Financial services, namely, charge and credit card services; travelers check issuance and financing services related thereto; money order services; international banking services; military banking services; electronic funds transfer and bill payment processing services; life, health and accident insurance underwriting services; insurance administration and insurance claims processing services; computerized credit authorization and financial risk management services</p> <p>Class 039. First use: First Use: 1974/12/11 First Use In Commerce: 1974/12/11 Travel agency services, namely, ticket and tour arrangements; tour and sightseeing reservation services; organizing of tours; arranging the transportation of passengers by land, air and water; personal tour guide services and tour information; cargo handling in the nature of handling of passengers' luggage and arranging baggage transfer; arranging for automobile and bus rentals</p> <p>Class 043. First use: First Use: 1974/12/11 First Use In Commerce: 1974/12/11 Making hotel reservations for others; reservation of hotel rooms for travelers</p>
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U.S. Registration No.	3473542	Application Date	09/17/2007
Registration Date	07/22/2008	Foreign Priority Date	NONE

Word Mark	AMERICAN EXPRESS ANYWHERE
Design Mark	
Description of Mark	NONE
Goods/Services	Class 039. First use: First Use: 2008/04/01 First Use In Commerce: 2008/04/01 Travel information services

U.S. Registration No.	3513052	Application Date	10/23/2006
Registration Date	10/07/2008	Foreign Priority Date	NONE

Word Mark	AMERICAN EXPRESS AXIOM
Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 038. First use: First Use: 2008/01/00 First Use In Commerce: 2008/01/00 Providing information in the field of audio and web conferencing via the Internet and booking reservations for the same</p> <p>Class 039. First use: First Use: 2008/01/00 First Use In Commerce: 2008/01/00 Providing information in the field of travel and making reservations and bookings for transportation, airport parking, and rental cars via the Internet and booking reservations for the same</p> <p>Class 041. First use: First Use: 2008/01/00 First Use In Commerce: 2008/01/00 Providing information in the field of entertainment via the Internet and booking reservations for the same</p> <p>Class 043. First use: First Use: 2008/01/00 First Use In Commerce: 2008/01/00 Providing information in the field of hotel and dining reservations for others via the Internet and booking reservations for the same</p>

Related Proceedings	91183362
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Attachments	73042623#TMSN.gif ( 1 page )( bytes ) 75665788#TMSN.gif ( 1 page )( bytes ) 76149749#TMSN.gif ( 1 page )( bytes ) 78722323#TMSN.jpeg ( 1 page )( bytes ) 77280920#TMSN.jpeg ( 1 page )( bytes ) 77026911#TMSN.jpeg ( 1 page )( bytes ) 268518 Notice of Opposition (GRAND AMERICAN EXPRESS RAILROAD & design) in Class 35.pdf ( 15 pages )(489980 bytes )
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### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Boris Umansky/
Name	Boris Umansky
Date	12/23/2009

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

AMERICAN EXPRESS MARKETING &	)	
DEVELOPMENT CORP.	)	
	)	
Opposer,	)	Serial No. 77/549,585
	)	
v.	)	
	)	Opposition No.
GILAD DEVELOPMENT CORPORATION	)	
	)	
Applicant.	)	

**NOTICE OF OPPOSITION**

In the matter of Application Serial No. 77/549,585 for registration of the mark “GRAND AMERICAN EXPRESS RAILROAD CLEVELAND AND COLUMBUS & Design” in International Class 35 by Gilad Development Corporation (hereinafter referred to as “Applicant”), which application was published in the *Official Gazette* of August 25, 2009, the American Express Marketing & Development Corp., a Delaware Corporation, located at American Express Tower, World Financial Center, 49<sup>th</sup> Floor, 200 Vesey Street, New York, New York 10285 (hereinafter referred to as “Opposer”), believes it will be damaged by registration of this mark and therefore opposes the same.

As grounds for the opposition, Opposer alleges as follows:

1. Applicant seeks to register the mark “GRAND AMERICAN EXPRESS RAILROAD CLEVELAND AND COLUMBUS & Design” in International Class 35 for

“promoting public awareness of American railroad history” as evidenced by the publication of the mark in the Official Gazette August 25, 2009 issue.

2. Applicant filed its application on August 18, 2008 based on an intent to use in commerce.

3. Opposer has provided services under the “AMERICAN EXPRESS” mark since 1850 and first used the mark “AMERICAN EXPRESS” as early as 1915 in connection with travel and transportation services.

4. Opposer owns a family of “AMERICAN EXPRESS” marks on the Principal Register, including the following registrations in connection with travel and transportation services in International Class 39: “AMERICAN EXPRESS”, Reg. No. 1,024,840, registered November 11, 1975; “AMERICAN EXPRESS Blue Box Logo”, Reg. No. 1,032,516, registered February 3, 1976; “AMERICAN EXPRESS ONE”, Reg. No. 2,338,220, registered on April 4, 2000; “BLUE FROM AMERICAN EXPRESS”, Reg. No. 2,645,207, registered on November 5, 2002; “AMERICAN EXPRESS Blue Box Logo”, Reg. No. 3,157,593, registered on October 17, 2006; “AMERICAN EXPRESS ANYWHERE”, Reg. No. 3,473,542, registered on July 22, 2008; and “AMERICAN EXPRESS AXIOM”, Reg. No. 3,513,052, registered on October 7, 2008 (See combined Exhibit A). Opposer notes that its Reg. Nos. 1,024,840 and 3,157,593 also identify Class 35 promotional and arrangement services. Opposer also owns registrations for the “AMERICAN EXPRESS” mark throughout the world.

5. Opposer first used its “AMERICAN EXPRESS” mark in commerce in the United States in connection with Class 39 travel and transportation services at least as early as 1915 and has continuously used the mark in connection with those services since that time. Opposer’s



“AMERICAN EXPRESS” mark is now famous and is associated exclusively with Opposer in connection with the services identified in the registrations attached as Exhibit A.

6. Because of Opposer’s extensive use, advertising and promotion of its “AMERICAN EXPRESS” mark, said mark has acquired enormous goodwill and is instantly recognized as identifying travel and financial services emanating from Opposer. The mark “AMERICAN EXPRESS” has come to be widely known, recognized, and respected among the public and in the business community as indicating services originating exclusively from Opposer. As such, Opposer owns substantial and valuable rights and goodwill in the “AMERICAN EXPRESS” mark.

7. Applicant’s proposed mark “GRAND AMERICAN EXPRESS RAILROAD CLEVELAND AND COLUMBUS & Design” for promoting public awareness of American railroad history contains Opposer’s entire “AMERICAN EXPRESS” mark along with the laudatory and suggestive or descriptive word “GRAND” in combination with the descriptive or generic wording “RAILROAD” and “CLEVELAND AND COLUMBUS”, and has a confusingly similar sound, appearance, and overall commercial impression to Opposer’s “AMERICAN EXPRESS” mark.

8. Applicant’s intended services are related and complementary to Opposer’s travel and transportation services identified in the registrations made of record in Paragraph 4 above.

9. As a result of the proximity of the parties’ services, the similarity between their respective marks, and the strength of Opposer’s “AMERICAN EXPRESS” mark, there is a likelihood of consumer confusion resulting from Applicant’s use and registration of the “GRAND AMERICAN EXPRESS RAILROAD CLEVELAND AND COLUMBUS & Design” mark.

Applicant's mark is therefore likely to cause confusion, to cause mistake and/or to deceive consumers into believing there is some sort of association or affiliation between Applicant and Opposer within the meaning of Section 2(d) of the Trademark Act, 15 U.S.C. §1052(d).

10. Additionally, due to the similar nature of Applicant's proposed "GRAND AMERICAN EXPRESS RAILROAD CLEVELAND AND COLUMBUS & Design" mark and Opposer's distinctive and famous "AMERICAN EXPRESS" mark, registration of Applicant's mark would cause dilution of the distinctive quality of Opposer's mark and registration should, therefore, be refused pursuant to the Trademark Dilution Revision Act, codified as 15. U.S.C. §1125(c). Opposer's mark "AMERICAN EXPRESS" is distinctive and famous, and was so for many years prior to the filing date of Applicant's application to register the mark herein opposed.

11. Besides Applicant's Application Serial No. 77/549,585 and Applicant's related applications, Serial Nos. 77/200,844 and 77/439,287 (applications which Opposer has opposed in consolidated Opposition No. 91183362), Opposer is the owner of all other pending and registered marks listed in the USPTO records which include the successive word combination "AMERICAN EXPRESS".

12. If Applicant is permitted to use and register the mark "GRAND AMERICAN EXPRESS RAILROAD CLEVELAND AND COLUMBUS & Design" for its services, as specified in the application herein opposed, confusion in trade resulting in damage and injury to Opposer would be caused and would result by reason of the similarity between Applicant's mark and Opposer's marks when used with their respective related services. If Applicant is granted the registration herein opposed, it would thereby obtain at least a *prima facie* exclusive right to the use of its mark. Such registration would be a source of damage and injury to Opposer.

13. In view of the above, Applicant is not entitled to federal registration of its proposed mark "GRAND AMERICAN EXPRESS RAILROAD CLEVELAND AND COLUMBUS & Design" as Opposer has priority of use of its "AMERICAN EXPRESS" marks in commerce in connection with related and complementary services.

14. By reason of all the foregoing, Opposer will be gravely damaged by the registration of Applicant's mark.

WHEREFORE, by its undersigned attorneys, the American Express Marketing & Development Corp. respectfully requests that this Notice of Opposition be sustained and that registration of the mark "GRAND AMERICAN EXPRESS RAILROAD CLEVELAND AND COLUMBUS & Design", Serial No. 77/549,585, be refused.

Respectfully submitted,

Date: 12/23/09



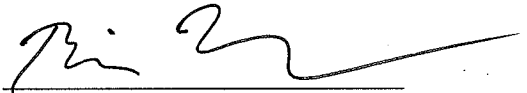
Mark J. Liss  
Boris Umansky  
LEYDIG, VOIT & MAYER, LTD.  
Two Prudential Plaza, Suite 4900  
180 North Stetson  
Chicago, Illinois 60601  
(312) 616-5600  
Attorneys for Opposer

**CERTIFICATE OF FILING AND SERVICE**

This Notice of Opposition is being filed electronically pursuant to the ESTTA system. The fee of \$300 required in §2.6(a)(16) is enclosed. The Commissioner is authorized to charge payment of any additional fees associated with this filing or credit any overpayment to Deposit Account No. 12-1216. Opposer's Notice of Opposition is being served by certified mail, return receipt requested on Applicant's counsel of record as shown in the correspondence record in the Office, as follows:

Brett D. Ekins, Esq.  
Jones Waldo Holbrook & McDonough  
301 N. 200 East, Ste. 3A  
ST. George, UT 84770

Dated: 12/23/09

  
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**EXHIBIT A**

Int. Cl.: 35, 36, 39, 42

Prior U.S. Cl.: 100, 101, 102, 105

United States Patent Office

Reg. No. 1,024,840

Registered Nov. 11, 1975

## SERVICE MARK

Principal Register

### AMERICAN EXPRESS

American Express Company (New York corporation)  
65 Broadway  
New York, N.Y. 10006

For: COMPUTERIZED CREDIT AUTHORIZATION, CONVENTION AND MEETING ARRANGEMENT SERVICES AND REAL ESTATE MANAGEMENT SERVICES, in CLASS 35 (U.S. CL. 101).

First use in or before 1971; in commerce in or before 1971.

For: FINANCIAL AND FINANCIALLY RELATED SERVICES—NAMELY, CREDIT CARD SERVICES, TRAVELER'S CHECK SERVICES, MONEY ORDER SERVICES, INTERNATIONAL BANKING SERVICES, INVESTMENT BANKING SERVICES, MILITARY BANKING SERVICES, FINANCIAL SERVICES FOR TRAVELERS, FOREIGN REMITTANCE SERVICES, ELECTRONIC FUNDS TRANSFER SERVICES, MUTUAL FUND INVESTMENT SERVICES AND INSURANCE UNDERWRITING SERVICES—in CLASS 36 (U.S. CL. 102).

First use in or before 1850; in commerce in or before 1850.

For: TRAVEL SERVICES — NAMELY, TICKET AND TOUR ARRANGEMENTS, TRANSPORTATION, TOUR AND SIGHTSEEING RESERVATION SERVICES—in CLASS 39 (U.S. CL. 105).

First use in or before 1915; in commerce in or before 1915.

For: GENERAL MERCHANDISE MAIL ORDER SERVICES AND HOTEL SERVICES, in CLASS 42 (U.S. CL. 100).

First use in or before 1969; in commerce in or before 1969.

Owner of Reg. Nos. 688,103, 738,813, and 881,301.

Ser. No. 21,448, filed May 15, 1974.

J. H. WEBB, Examiner

Int. Cl.: 36, 39, 42

Prior U.S. Cl.: 100, 102, 105

United States Patent Office

Reg. No. 1,032,516  
Registered Feb. 3, 1976

**SERVICE MARK**

Principal Register



American Express Company (New York corporation)  
65 Broadway  
New York, N.Y. 10006

For: FINANCIAL SERVICES FOR TRAVELERS—  
NAMELY, TRAVELER'S CHECK SERVICES, MON-  
EY ORDER SERVICES, CREDIT CARD SERVICES  
AND FOREIGN REMITTANCE SERVICES—in  
CLASS 36 (U.S. CL. 102).

For: TRAVEL AGENCY SERVICES—NAMELY,  
TICKET AND TOUR ARRANGEMENTS; TOUR  
AND SIGHTSEEING RESERVATION SERVICES—in  
CLASS 39 (U.S. CL. 105).

For: RETAIL GENERAL MERCHANDISE MAIL  
ORDER SERVICES; MOTEL RESERVATION SERV-  
ICES, in CLASS 42 (U.S. CL. 100).

First use on or before Dec. 11, 1974; in commerce on  
or before Dec. 11, 1974.

Owner of Reg. Nos. 688,103, 881,301, and others.

Ser. No. 42,623, filed Jan. 27, 1975.

I. S. SIGLIN, JR., Examiner

**Int. Cls.: 39 and 42**

**Prior U.S. Cls.: 100, 101 and 105**

**Reg. No. 2,338,220**

**United States Patent and Trademark Office**

**Registered Apr. 4, 2000**

**SERVICE MARK  
PRINCIPAL REGISTER**

**AMERICAN EXPRESS ONE**

AMERICAN EXPRESS COMPANY (NEW YORK CORPORATION)  
AMERICAN EXPRESS TOWER  
WORLD FINANCIAL CENTER  
NEW YORK, NY 102854900

FOR: TRAVEL AGENCY SERVICES, NAMELY, MAKING RESERVATIONS AND BOOKINGS FOR TRANSPORTATION; TRAVEL BOOKING AGENCIES; TRAVEL INFORMATION SERVICES; ARRANGING TRAVEL TOURS, IN CLASS 39 (U.S. CLS. 100 AND 105).  
FIRST USE 3-22-1999; IN COMMERCE 3-22-1999.

FOR: TRAVEL AGENCY SERVICES, NAMELY, MAKING RESERVATIONS AND BOOKINGS FOR TEMPORARY LODGING, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 3-22-1999; IN COMMERCE 3-22-1999.

OWNER OF U.S. REG. NOS. 1,024,840, 1,032,516 AND OTHERS.

SER. NO. 75-665,788, FILED 3-22-1999.

ALICE BENMAMAN, EXAMINING ATTORNEY



**Int. Cls.: 36, 39 and 42**

**Prior U.S. Cls.: 100, 101, 102 and 105**

**United States Patent and Trademark Office**

**Reg. No. 2,645,207**

**Registered Nov. 5, 2002**

**SERVICE MARK  
PRINCIPAL REGISTER**

**BLUE FROM AMERICAN EXPRESS**

AMERICAN EXPRESS COMPANY (NEW YORK CORPORATION)  
AMERICAN EXPRESS TOWER  
WORLD FINANCIAL CENTER  
NEW YORK, NY 102854900

FOR: FINANCIAL SERVICES, NAMELY, PROVIDING CREDIT CARD, DEBIT CARD, CHARGE CARD, AND STORED VALUE AND SMART CARD SERVICES; ELECTRONIC FUNDS AND CURRENCY TRANSFER SERVICES, ELECTRONIC PAYMENTS SERVICES, NAMELY, ELECTRONIC PROCESSING AND TRANSMISSION OF BILL PAYMENT; CASH DISBURSEMENT SERVICES, AND, TRANSACTION, AUTHORIZATION AND SETTLEMENT SERVICES, NAMELY, CREDIT CARD VERIFICATION; TRAVELERS CHECK ISSUANCE SERVICES, MONEY ORDER SERVICES, AND INTERNATIONAL BANKING SERVICES, INVESTMENT BANKING SERVICES, MILITARY BANKING SERVICES, AND FINANCIAL SERVICES FOR TRAVELERS, NAMELY, FINANCIAL EXCHANGE AND TRANSFER OF ELECTRONIC FUNDS; MUTUAL FUND INVESTMENT SERVICES, AND CREDIT CARD PURCHASE PROTECTION, NAMELY, POTENTIAL REIMBURSEMENT OF FUNDS FOR DISPUTED ITEMS; PROVIDING AN INTERACTIVE WEB SITE FEATURING INFORMATION IN THE FIELD OF FINANCIAL SERVICES; COMPUTERIZED CREDIT CARD VERIFICATION; ELECTRONIC CASH TRANSACTIONS, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-8-1999; IN COMMERCE 9-8-1999.

FOR: ARRANGING TRAVEL TOURS AS A BONUS PROGRAM FOR CREDIT CARD CUSTOMERS; TRAVEL AGENCY SERVICES, NAMELY, TRANSPORTATION RESERVATION SERVICES, IN CLASS 39 (U.S. CLS. 100 AND 105).

FIRST USE 9-8-1999; IN COMMERCE 9-8-1999.

FOR: COMPUTER SECURITY SERVICES, NAMELY, PROVIDING SECURED TRANSACTION AND ONLINE SECURITY SERVICES OVER A GLOBAL COMPUTER NETWORK TO ENSURE THE SECURITY, AUTHENTICATION AND VERIFICATION OF ONLINE FINANCIAL TRANSACTIONS; TRAVEL AGENCY SERVICES, NAMELY, MAKING RESERVATIONS AND BOOKINGS FOR TEMPORARY LODGING, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-8-1999; IN COMMERCE 9-8-1999.

OWNER OF U.S. REG. NOS. 1,024,840, 1,178,455 AND OTHERS.

SER. NO. 76-149,749, FILED 10-20-2000.

GOLNAZ GHARIB, EXAMINING ATTORNEY

Int. Cls.: 16, 35, 36, 39 and 43

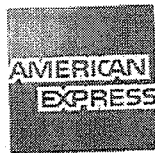
Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 50, 100, 101, 102  
and 105

Reg. No. 3,157,593

United States Patent and Trademark Office

Registered Oct. 17, 2006

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**



AMERICAN EXPRESS MARKETING & DEVELOPMENT CORP. (DELAWARE CORPORATION)

ATTN: DAVINA M. BOWMAN, M/C 01-49-12  
200 VESEY STREET  
NEW YORK, NY 10285

FOR: PERIODIC MAGAZINES, NEWSLETTERS, BROCHURES AND LEAFLETS DEALING WITH TRAVEL, DINING AND HOTELS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 12-11-1974; IN COMMERCE 12-11-1974.

FOR: PROMOTING THE SALE OF GOODS AND SERVICES OF OTHERS BY AWARDED PURCHASE POINTS FOR CREDIT CARD USE, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 12-11-1974; IN COMMERCE 12-11-1974.

FOR: FINANCIAL SERVICES, NAMELY, CHARGE AND CREDIT CARD SERVICES; TRAVELERS CHECK ISSUANCE AND FINANCING SERVICES RELATED THERETO; MONEY ORDER SERVICES; INTERNATIONAL BANKING SERVICES; MILITARY BANKING SERVICES; ELECTRONIC FUNDS TRANSFER AND BILL PAYMENT PROCESSING SERVICES; LIFE, HEALTH AND ACCIDENT INSURANCE UNDERWRITING SERVICES; INSURANCE ADMINISTRATION AND INSURANCE CLAIMS PROCESSING SERVICES; COMPUTERIZED CREDIT AUTHORIZATION AND FINANCIAL RISK MANAGEMENT SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 12-11-1974; IN COMMERCE 12-11-1974.

FOR: TRAVEL AGENCY SERVICES, NAMELY, TICKET AND TOUR ARRANGEMENTS; TOUR AND SIGHTSEEING RESERVATION SERVICES; ORGANIZING OF TOURS; ARRANGING THE TRANSPORTATION OF PASSENGERS BY LAND, AIR AND WATER; PERSONAL TOUR GUIDE SERVICES AND TOUR INFORMATION; CARGO HANDLING IN THE NATURE OF HANDLING OF PASSENGERS' LUGGAGE AND ARRANGING BAGGAGE TRANSFER; ARRANGING FOR AUTOMOBILE AND BUS RENTALS, IN CLASS 39 (U.S. CLS. 100 AND 105).

FIRST USE 12-11-1974; IN COMMERCE 12-11-1974.

FOR: MAKING HOTEL RESERVATIONS FOR OTHERS; RESERVATION OF HOTEL ROOMS FOR TRAVELERS, IN CLASS 43 (U.S. CLS. 100 AND 101).

FIRST USE 12-11-1974; IN COMMERCE 12-11-1974.

OWNER OF U.S. REG. NOS. 1,032,516, 3,045,251 AND OTHERS.

THE COLOR(S) BLUE AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF A BLUE SQUARE AT THE MIDDLE OF WHICH ARE THE WORDS AMERICAN EXPRESS ON TWO LINES IN BLUE LETTERS. THE BLUE LETTERS HAVE A WHITE

BACKGROUND. THE COLOR APPEAR THROUGH-  
OUT THE MARK.

SER. NO. 78-722,323, FILED 9-28-2005.

DAHLIA GEORGE, EXAMINING ATTORNEY

Int. Cl.: 39

Prior U.S. Cls.: 100 and 105

Reg. No. 3,473,542

United States Patent and Trademark Office

Registered July 22, 2008

**SERVICE MARK  
PRINCIPAL REGISTER**

AMERICAN EXPRESS ANYWHERE

AMERICAN EXPRESS MARKETING & DEVELOPMENT CORP. (DELAWARE CORPORATION)

200 VESEY STREET  
NEW YORK, NY 10285

FOR: TRAVEL INFORMATION SERVICES, IN CLASS 39 (U.S. CLS. 100 AND 105).

FIRST USE 4-1-2008; IN COMMERCE 4-1-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 842,656, 3,157,593, AND OTHERS.

SN 77-280,920, FILED 9-17-2007.

AMY HELLA, EXAMINING ATTORNEY

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**SERVICE MARK  
PRINCIPAL REGISTER**

**AMERICAN EXPRESS AXIOM**

AMERICAN EXPRESS MARKETING & DEVELOPMENT CORP. (DELAWARE CORPORATION)

ATTN: DIANNE K CAHILL  
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NEW YORK, NY 10285

FOR: PROVIDING INFORMATION IN THE FIELD OF AUDIO AND WEB CONFERENCING VIA THE INTERNET AND BOOKING RESERVATIONS FOR THE SAME, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 1-0-2008; IN COMMERCE 1-0-2008.

FOR: PROVIDING INFORMATION IN THE FIELD OF TRAVEL AND MAKING RESERVATIONS AND BOOKINGS FOR TRANSPORTATION, AIRPORT PARKING, AND RENTAL CARS VIA THE INTERNET AND BOOKING RESERVATIONS FOR THE SAME, IN CLASS 39 (U.S. CLS. 100 AND 105).

FIRST USE 1-0-2008; IN COMMERCE 1-0-2008.

FOR: PROVIDING INFORMATION IN THE FIELD OF ENTERTAINMENT VIA THE INTERNET

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FIRST USE 1-0-2008; IN COMMERCE 1-0-2008.

FOR: PROVIDING INFORMATION IN THE FIELD OF HOTEL AND DINING RESERVATIONS FOR OTHERS VIA THE INTERNET AND BOOKING RESERVATIONS FOR THE SAME, IN CLASS 43 (U.S. CLS. 100 AND 101).

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