

ESTTA Tracking number: **ESTTA480727**

Filing date: **06/28/2012**

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

Proceeding	91198266
Party	Plaintiff Electronic Creations Corp.
Correspondence Address	CARISSA L ALDEN COWAN LIEBOWITZ & LATMAN PC 1133 AVENUE OF THE AMERICAS NEW YORK, NY 10036 UNITED STATES ejs@ccl.com, trademark@ccl.com, mel@ccl.com
Submission	Other Motions/Papers
Filer's Name	Maryann E. Licciardi
Filer's e-mail	ejs@ccl.com, mel@ccl.com, trademark@ccl.com
Signature	/Maryann E. Licciardi/
Date	06/28/2012
Attachments	GO AUTO - Motion on Consent to Amend 062812.pdf (4 pages)(105893 bytes)


CONCLUSION

Applicant respectfully requests that this request to amend the application be granted in its entirety.

Dated: June 28, 2012

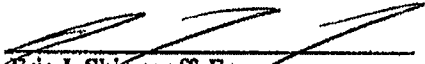
Respectfully submitted,

BUCHANAN INGERSOLL & ROONEY PC
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CONSENTED TO:

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By: 
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1133 Avenue of the Americas
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APPLICANT: GoAuto, LLC

ADDRESS: 7273 Florida Blvd.
Baton Rouge, LA 70806

FIRST USE: July 10, 2008

IN COMMERCE: April 13, 2009

SERVICES: Insurance agencies; Insurance administration; Insurance services,
namely, writing property casualty and liability insurance

DISCLAIMER: "AUTO INSURANCE LOW COST CAR INSURANCE"

DESCRIPTION OF MARK: The mark consists of three adjacent circles which are intersected by a curved arrow that appears as a road and the words "GO AUTO INSURANCE LOW COST CAR INSURANCE". The circle design appears to the left of the words "GO AUTO INSURANCE", which are above the words "LOW COST CAR INSURANCE". The applicant is not claiming color as a feature of the mark.



CERTIFICATE OF SERVICE

I HEREBY CERTIFY that, on June 28, 2012, I caused a true and complete copy of the foregoing *Motion on Consent to Amend Application* to be sent via First Class Mail, postage paid, to Applicant's Attorney of Record, Bassam N. Ibrahim, Esq., Buchanan Ingersoll & Rooney PC, 1737 King Street, Ste 500, Alexandria, VA 22314-2727.

Dated: New York, New York
June 28, 2012

/Maryann E. Licciardi/

Maryann E. Licciardi