

ESTTA Tracking number: **ESTTA577978**

Filing date: **12/20/2013**

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	Trend Incite LLC DBA Trendincite LLC		
Entity	LLC	Citizenship	New York
Address	5444 Arlington Avenue, Apt G12 Riverdale, NY 10471 UNITED STATES		

Attorney information	Jessica Eaves Mathews Leverage Legal Group 6565 Americas Pkwy NE, Suite 200 Albuquerque, NM 87110 UNITED STATES jessica@leveragelegalgroup.com Phone:(888) 505-5838
----------------------	--

Applicant Information

Application No	85796675	Publication date	11/26/2013
Opposition Filing Date	12/20/2013	Opposition Period Ends	12/26/2013
Applicant	Analyse Solutions Finland Oy Hevosenkentä 3 Espoo, FIN 02600 FIN		

Goods/Services Affected by Opposition

<p>Class 035. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Assistance, advice and consultancy with regard to business planning, business analysis, business management and business organization relating to purchasing functions; Business consultation and management regarding marketing activities and launching of new products; Business consulting in the consumer products industry; Business data analysis; Business information management, namely, electronic reporting of business information, business analytics, namely, business investigations, evaluations, expert appraisals, information and research, trade spend business management; Business management consultancy in the field of purchases, namely, assisting businesses in improvement of purchasing functions; Business research; Business research services, namely, providing analysis of retail data on specific business locations; Business services, namely, consumer research and consulting related thereto; Collection of market research information; Compiling and analyzing statistics, data and other sources of information for business purposes; Computerized market research services; Consultation and advice for the purchase of musical instruments and sound recording devices; Consultation services in the field of company, business sector and industry data and research; Consumer marketing research and consulting related thereto; Consumer research; Information and data compiling and analyzing relating to business management; Market analysis and research services; Market segmentation consultation; Marketing services, namely, conducting consumer tracking behavior research and consumer trend analysis; Monitoring purchasing behavior data, loyalty card data, and product data for business purposes</p>

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
--------------------------------------	----------------------------

Mark Cited by Opposer as Basis for Opposition

U.S. Application No.	85961320	Application Date	06/17/2013
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	TRENDINCITE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2006/03/27 First Use In Commerce: 2006/03/27 Business consulting services in the field of trend spotting and analysis; Business marketing consulting services; Consumer marketing research and consulting related thereto		

Related Proceedings	The Opposer has a registration pending: Serial Number: 85961320 Filing Date: 06/17/2013
---------------------	---

Attachments	85961320#TMSN.jpeg(bytes) Notice of Opposition - Trendincite .pdf(52454 bytes)
-------------	--

Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by Facsimile or email (by agreement only) on this date.

Signature	/Jessica Eaves Mathews/
Name	Jessica Eaves Mathews
Date	12/20/2013

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

In the matter of trademark application Serial No 85796675 For the mark. Published in the Official Gazette on November 26, 2013.

Trend Incite LLC DBA (“Opposer”) Trendincite LLC v. Analyse Solutions Finland Oy CORPORATION FINLAND (“Applicant”)

NOTICE OF OPPOSITION

Opposer: Trend Incite LLC DBA Trendincite LLC, A New York Limited Liability Company, 5444 Arlington Avenue, Apt G12, Riverdale, NY 10471.

The above-identified Opposer believes that it will be damaged by registration of the mark shown in the above-identified application, and hereby opposes the same.

The grounds for opposition are as follows:

Trend Incite LLC believes it will be damaged by registration of the Trendinsight mark because Trend Incite LLC has priority due to first date of use in the same class of goods and services. Specifically, since 03/27/2006, Trend Incite LLC has been using its mark TRENDINCITE in commerce in the following: Business consulting services in the field of trend spotting and analysis; Business marketing consulting services; Consumer marketing research and consulting related thereto. Applicant is applying for the mark in 1(b) Intent to Use grounds, which demonstrates that the Opposer clearly has priority in the mark.

By s/Jessica Eaves Mathews/

Jessica Eaves Mathews, Esq.
Leverage Legal Group LLC
6565 Americas Pkwy NE, Suite 200
Albuquerque, NM 87110