

UNITED STATES PATENT AND TRADEMARK OFFICE  
Trademark Trial and Appeal Board  
P.O. Box 1451  
Alexandria, VA 22313-1451  
General Contact Number: 571-272-8500

Am

Mailed: November 25, 2014

Opposition No. 91214954

American Fidelity Assurance  
Company

v.

AmFirst Holdings, Inc.

**By the Trademark Trial and Appeal Board:**

On November 20, 2014, applicant filed an abandonment of its application Serial No. 85394861 with prejudice.<sup>1</sup>

Trademark Rule 2.135 provides that if, in an inter partes proceeding, the applicant files an abandonment without the written consent of every adverse party to the proceeding, judgment shall be entered against applicant.

In view thereof, and because opposer's written consent to the abandonment is not of record, judgment is hereby entered against applicant, the opposition is sustained and registration to applicant is refused.

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<sup>1</sup> Applicant's abandonment does not indicate proof of service of a copy of same on counsel for opposer, as required by Trademark Rule 2.119. A copy of the abandonment can be viewed using TTABVUE at <http://ttabvue.uspto.gov>.