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

Proceeding	91223181
Party	Defendant The Network Advantage Card, LLC.
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Submission	Answer
Filer's Name	Omid Emile Khalifeh
Filer's e-mail	info@omnilegalgroup.com
Signature	/OEK/
Date	09/15/2015
Attachments	NetworkAdvantage_TM Answer.pdf(129202 bytes ) Compiled references.pdf(1543886 bytes )

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

Independent Health Association, Inc.	)	
	)	Opposition No. 91223181
Opposer,	)	
	)	Mark: NETWORK ADVANTAGE
v.	)	CARD
	)	
The Network Advantage Card, LLC	)	Application No. 86517436
	)	
Applicant.	)	

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

ATTN: Trademark Trial and Appeal Board

**ANSWER TO NOTICE OF OPPOSITION WITH  
ARGUMENTS IN SUPPORT OF DENIALS AND AFFIRMATIVE DEFENSES**

The Network Advantage Card, LLC (“**Applicant**”) answers Independent Health Association, Inc.’s (“**Opposer’s**”) Notice of Opposition as follows:

1. Applicant is without knowledge or information sufficient to form a belief as to the allegations of Paragraph 1 and therefore denies the same.
2. Applicant admits the allegations of Paragraph 2.
3. Upon information and belief, Applicant admits the allegations of Paragraph 3.

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4. Applicant is without knowledge or information sufficient to form a belief as to the allegations of Paragraph 4 and therefore denies the same.

5. Applicant is without knowledge or information sufficient to form a belief as to the allegations of Paragraph 5 and therefore denies the same.

6. Upon information and belief, Applicant admits the allegations of Paragraph 6.

7. Upon information and belief, Applicant admits the allegations of Paragraph 7.

8. Applicant is without knowledge or information sufficient to form a belief as to the allegations of Paragraph 8 and therefore denies the same.

9. Applicant admits the allegations of Paragraph 9.

10. Applicant admits that Application Serial No. 86/517,436 was filed on January 28, 2015. Applicant is without knowledge or information sufficient to form a belief as to the remainder of the allegations of Paragraph 10 and therefore denies the same.

11. Applicant denies the allegations of Paragraph 11.

12. Applicant admits that it intends to use the mark NETWORK ADVANTAGE CARD in association with financial advisory and consultancy services, namely, the creation of personalized strategies to achieve financial independence; financial consultancy services in the area of healthcare; financial information and advisory services; financial planning and investment advisory services; insurance and financial information and consultancy services; insurance consultancy services, namely, providing advice in the field of property and casualty insurance; on-line financial planning services; providing counseling and consulting in the field of healthcare benefits; providing information about healthcare insurance plans. However, Applicant denies that such services may be properly characterized so generally as existing in association

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with services in the filed of healthcare. Upon information and belief, Applicant admits the remainder of the allegations of Paragraph 12.

13. Applicant is unable to admit or deny the intended use of its mark described by Opposer based on grammatical ambiguity and therefore denies the same. Applicant is without knowledge or information sufficient to form a belief as to the remainder of the allegations of Paragraph 13 and therefore denies the same.

14. Applicant admits that Applicant would obtain a *prima facie* exclusive right to use the mark set forth in its application for registration if Applicant is granted the registration subject to this opposition. Applicant denies the remainder of the allegations of Paragraph 14.

15. Applicant denies the allegations of Paragraph 15.

16. Applicant denies the allegations of Paragraph 16.

17. Applicant denies the allegations of Paragraph 17.

18. As and for Arguments in Support of Denial of the Claims, Applicant states as follows:

**ARGUMENTS IN SUPPORT OF DENIAL OF THE CLAIMS**

**No Likelihood of Confusion -**

**Third-Party Uses of Similar Marks for Similar Services**

19. Applicant denies there is any likelihood of confusion. Specifically, there is no likelihood of confusion, mistake or deception because, *inter alia*, extensive third-party use of a dominant portion of Opposer's marks weaken Opposer's marks to the extent that even the slightest difference from Opposer's mark is sufficient to eliminate a likelihood of confusion.

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20. Disclaimed matter is not regarded as the dominant or most significant portion of the mark. Opposer has disclaimed the phrase “Health’s Network” in Reg. No. 4545064. In Reg. No. 4748611, Opposer has disclaimed the word “Network” so that the dominant portions of Opposer’s marks are, respectively, “Independent [...] Advantage” and “Advantage.”

21. The term “Advantage”, and various derivatives thereof, has been widely adopted and used by third parties as a trademark, which is evidence of the weakness of the Opposer’s cited registrations. Indeed, third party registrations can establish that a portion common to the marks involved in a proceeding has a normally understood and well-known meaning. The Trademark Office supports this by registering marks containing such a common feature for the same or closely related goods where the remaining portions of the marks, such as Applicant’s use of the word “Card”, are sufficient to distinguish the marks as a whole, even where such remaining differences contain only the slightest difference from the cited registrations.

22. A search of the records of the Trademark Office reveals numerous registrations for marks similar to Opposer’s cited registrations including services in International Class 036. Indeed, 620 results are returned for live registrations and applications using the word “Advantage” in International Class 036. Narrowing this to include results limited to health and medical services, 92 records remain. See, for example, the following registrations of marks including the word “Advantage” in International Class 036, constituting a portion of the results returned, and generally relating to a combination of insurance services and consultancy, medical practice and healthcare. Status and title copies of the registrations are attached as exhibits.

Registration No.  
1470004

MARK  
CAPITAL ADVANTAGE

**Application No. 86517436**

2197835	COMMUNITY ADVANTAGE NETWORK
3174382	PRINCIPAL ADVANTAGE
3685710	ADVANTAGE PLAN VALUE
4032554	PRIMARY ADVANTAGE
4045142	ADVANTAGE
4105550	PARTNERS ADVANTAGE
4266537	SUPREME ADVANTAGE
4342200	ADVANTAGE PLUS
4433227	EXPRESS ADVANTAGE NETWORK
4477334	SELECTHEALTH ADVANTAGE
4544890	LIVE LIFE ADVANTAGE
4544891	TRUE LIFE ADVANTAGE
4631978	ADVANTAGE INSURANCE NETWORK
4694337	LEAD ADVANTAGE

23. Thus, the third-party registrations for marks including the term “Advantage” for services in International Class 036 are additional evidence that the “Advantage” portion of the marks has a normally understood and well-known meaning as used in the field of providing insurance and health care services. Referring in particular to the copies of registrations attached, it will be seen that of those listed, Reg. Nos. 3685710, 4045142, 4105550, 4266537, 4631978, and 4694337 each disclaim all but the word “Advantage” in their registrations, making the word “Advantage” a dominant portion in at least eight (8) registrations, inclusive of Opposer’s marks, in International Class 036 alone. Three (3) of those listed, namely Reg. Nos. 2197835, 4433227, and 4631978 even further include the common, but disclaimed and therefore non-dominant, word “Network.”

24. In view of the weakness, even the slightest difference between the marks will eliminate any likelihood of consumer confusion. The word “Advantage” is so diluted even with regard to insurance and health and medical services that no entity should have exclusive rights to that word, particularly as relates to health care services and health insurance benefits. As such,

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additionally owing to the differences between Applicant's and Opposer's services, Applicant's mark is no more likely to cause confusion with the cited marks than the cited marks are likely to cause confusion with the number of aforementioned registrations, which themselves constitute only a portion of the results returned from the Principle Register.

**No Likelihood of Confusion - Dissimilar Services**

25. Applicant further denies likelihood of confusion, mistake or deception because, *inter alia*, services identified by Applicant's mark and the pleaded marks of Opposer are dissimilar.

26. Opposer's marks under Reg. Nos. 4545064. and 4748611 appear on the Federal Register for "health insurance benefits, namely, providing benefits for health care services through a network of multiple physician practices offering primary care services working in association with other health care providers, such as specialists and hospitals."

27. Applicant's mark distinguishably relates to "financial advisory and consultancy services, namely, the creation of personalized strategies to achieve financial independence; financial consultancy services in the area of healthcare; financial information and advisory services; financial planning and investment advisory services; insurance and financial information and consultancy services; insurance consultancy services, namely, providing advice in the field of property and casualty insurance; on-line financial planning services; providing counseling and consulting in the field of healthcare benefits; providing information about healthcare insurance plans." Applicant's mark identifies services in the field of healthcare only insofar as healthcare and information about healthcare and healthcare benefits are a financial concern. Applicant' does not claim to provide health insurance benefits or benefits for health care

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services. Applicant's consultancy services then, are unlikely to confuse a consumer concerned with obtaining health insurance benefits for health and primary care services from medical professionals, as identified by Opposer's marks.

28. As and for Affirmative Defenses, Applicant states as follows:

**FIRST AFFIRMATIVE DEFENSE**

29. One or more of Opposer's claims fail to state a claim upon which relief may be granted.

**SECOND AFFIRMATIVE DEFENSE**

30. One or more of Opposer's claims are barred by the equitable defenses of unclean hands, fraud, laches, acquiescence, waiver, or estoppel.

**THIRD AFFIRMATIVE DEFENSE**

31. Applicant asserts that it is at least entitled to a registration of its mark for financial advisory and consultancy services as applicable to healthcare benefits and insurance plans.

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**CERTIFICATION UNDER 37 C.F.R. §1.8**

I hereby certify that this NOTICE OF OPPOSITION is being filed electronically with the United States Patent and Trademark Office utilizing the *Electronic System for Trademark Trials and Appeals* on this 15th day of September, 2015.

\_\_\_\_\_  
/OEK/

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**CERTIFICATE OF SERVICE**

I certify that a true copy of this ANSWER TO OPPOSITION was served upon the Opposer by depositing a copy thereof with the U.S. Postal Service, via first class mail, postage prepaid, directed to Opposer:

Ellen S. Simpson  
Simpson & Simpson, PLLC  
5555 Main Street  
Williamsville, New York 14221

Dated: September 15, 2015

By: \_\_\_\_\_/OEK/\_\_\_\_\_

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Int. Cl.: 36

Prior U.S. Cl.: 102

**United States Patent and Trademark Office** **Reg. No. 1,470,004**  
Registered Dec. 22, 1987

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**SERVICE MARK  
PRINCIPAL REGISTER**

**CAPITAL ADVANTAGE**

CAPITAL BLUE CROSS (PENNSYLVANIA  
CORPORATION)  
100 PINE STREET  
HARRISBURG, PA 17101

FOR: HEALTH RELATED AND LIFE INSUR-  
ANCE SERVICES INCLUDING INSURANCE  
ADMINISTRATION, BROKERAGE AND UN-

DERWRITING SERVICES, IN CLASS 36 (U.S.  
CL. 102).

FIRST USE 11-9-1986; IN COMMERCE  
11-9-1986.

SER. NO. 638,677, FILED 1-7-1987.

MARY I. SPARROW, EXAMINING ATTORNEY

Int. Cl.: 36

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

Reg. No. 2,197,835

**United States Patent and Trademark Office**

Registered Oct. 20, 1998

**SERVICE MARK  
PRINCIPAL REGISTER**

**COMMUNITY ADVANTAGE NETWORK**

COTTINGHAM & BUTLER INSURANCE SERVICES, INC. (IOWA CORPORATION)  
300 SECURITY BUILDING, 151 W. 8TH STREET  
DUBUQUE, IA 52001

FOR: ADMINISTRATION OF AND ORGANIZING PREFERRED PROVIDER PROGRAMS IN THE FIELD OF HEALTH CARE PRODUCTS AND SERVICES, NAMELY, NEGOTIATING DISCOUNTED FEES FOR MEDICAL AND OTHER HEALTH CARE PRODUCTS AND SERVICES WITH HEALTH CARE PROFES-

SIONALS AND BUSINESSES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 5-23-1997; IN COMMERCE 5-23-1997.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "NETWORK", APART FROM THE MARK AS SHOWN.

SER. NO. 75-335,505, FILED 8-4-1997.

ALEXANDER L. POWERS, EXAMINING ATTORNEY

**Int. Cl.: 36**

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

**Reg. No. 3,174,382**

**United States Patent and Trademark Office**

Registered Nov. 21, 2006

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**SERVICE MARK  
PRINCIPAL REGISTER**

**PRINCIPAL ADVANTAGE**

PRINCIPAL LIFE INSURANCE COMPANY  
(IOWA CORPORATION)  
711 HIGH STREET  
DES MOINES, IA 50392

ERS, REGISTERED INVESTMENT ADVISORY SERVICES AND MANAGEMENT OF SECURITIES AND SECURITIES BROKERAGE SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FOR: LIFE, HEALTH, ACCIDENT AND CASUALTY INSURANCE UNDERWRITING AND BROKERAGE SERVICES, INVESTMENT MANAGEMENT SERVICES, UNDERWRITING, ADMINISTERING AND MANAGING ANNUITIES, MUTUAL FUNDS, PENSIONS AND INCOME PROGRAMS FOR OTH-

FIRST USE 10-1-2000; IN COMMERCE 10-1-2000.

SN 75-463,886, FILED 4-7-1998.

JENNIFER WILLISTON, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

## ADVANTAGE PLAN VALUE

**Reg. No. 3,685,710** MEDICAL MUTUAL OF OHIO (OHIO CORPORATION)  
Registered Sep. 22, 2009 2060 EAST NINTH STREET  
CLEVELAND, OH 44115

**Int. Cl.: 36** FOR: HEALTH INSURANCE UNDERWRITING, HEALTH INSURANCE ADMINISTRATION,  
IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

**SERVICE MARK** FIRST USE 10-1-2008; IN COMMERCE 10-1-2008.  
**PRINCIPAL REGISTER**

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

OWNER OF U.S. REG. NO. 3,282,290.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PLAN VALUE", APART FROM THE MARK AS SHOWN.

SER. NO. 77-683,192, FILED 3-4-2009.

JOHN GARTNER, EXAMINING ATTORNEY



*David J. Kyffers*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## PRIMARY ADVANTAGE

**Reg. No. 4,032,554**

**Registered Sep. 27, 2011**

**Int. Cls.: 35, 36, and 44**

**SERVICE MARK**

**PRINCIPAL REGISTER**

UNITEDHEALTH GROUP INCORPORATED (MINNESOTA CORPORATION)  
MN008-T202  
9900 BREN ROAD EAST  
MINNETONKA, MN 55343

FOR: HEALTH CARE COST MANAGEMENT SERVICES FOR HEALTH CARE BENEFIT PLANS AND HEALTH CARE SERVICE PLANS OF OTHERS; HEALTH CARE UTILIZATION MANAGEMENT SERVICES; HEALTH CARE UTILIZATION, REVIEW AND COST CONTAINMENT SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-1-2011; IN COMMERCE 3-1-2011.

FOR: ORGANIZATION AND ADMINISTRATION OF HEALTH CARE BENEFIT PLANS AND HEALTH CARE SERVICE PLANS; INSURANCE SERVICES, NAMELY, CLAIMS ADMINISTRATION OF HEALTH CARE BENEFIT PLANS AND HEALTH CARE SERVICE PLANS; INSURANCE UNDERWRITING IN THE FIELD OF HEALTH CARE; ORGANIZATION AND ADMINISTRATION OF PRE-PAID HEALTH CARE PLANS; ORGANIZATION AND ADMINISTRATION OF NETWORKS OF PREFERRED HEALTH CARE PROVIDERS, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-1-2011; IN COMMERCE 3-1-2011.

FOR: MANAGED HEALTH CARE SERVICES; HEALTH CARE IN THE NATURE OF HEALTH MAINTENANCE ORGANIZATIONS (HMOS), PREFERRED PROVIDER ORGANIZATIONS (PPOS) AND CONSUMER DIRECTED HEALTH PLANS, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 3-1-2011; IN COMMERCE 3-1-2011.

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

SN 85-082,242, FILED 7-12-2010.

ANDREA HACK, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office



**United States of America**  
United States Patent and Trademark Office

# Advantage

**Reg. No. 4,045,142**

**Registered Oct. 25, 2011**

**Int. Cl.: 36**

**SERVICE MARK**

**PRINCIPAL REGISTER**

VIRTUS BENEFITS, INC. (TENNESSEE CORPORATION)  
SUITE 200  
102 WOODMONT BLVD.  
NASHVILLE, TN 37205

FOR: ADVISORY SERVICES IN THE FIELD OF EMPLOYEE BENEFITS FOR GROUP HEALTHCARE AND BUSINESS INSURANCE OFFERED TO EMPLOYEES IN ADDITION TO STANDARD BENEFITS SUCH AS MEDICAL, DENTAL, LIFE INSURANCE INCLUDING SHORT TERM DISABILITY, LONG TERM DISABILITY, CANCER INSURANCE, ACCIDENTAL DEATH AND DISMEMBERMENT, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 12-1-2010; IN COMMERCE 12-1-2010.

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

SER. NO. 85-280,565, FILED 3-29-2011.

JACLYN KIDWELL WALKER, EXAMINING ATTORNEY



*David J. Kyffers*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## Partners Advantage

**Reg. No. 4,105,550**

PARTNERS ADVANTAGE, LLC (NORTH DAKOTA LIMITED LIABILITY COMPANY)  
944 VIA LATA

**Registered Feb. 28, 2012**

COLTON, CA 92324

**Int. Cls.: 36 and 41**

FOR: FINANCIAL CONSULTANCY AND INSURANCE CONSULTANCY, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

**SERVICE MARK**

FIRST USE 10-24-2007; IN COMMERCE 10-24-2007.

**PRINCIPAL REGISTER**

FOR: WORKSHOPS AND SEMINARS IN THE FIELD OF INSURANCE, FINANCIAL PLANNING, AND RETIREMENT STRATEGIES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 10-24-2007; IN COMMERCE 10-24-2007.

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

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PARTNERS", APART FROM THE MARK AS SHOWN.

SER. NO. 85-375,223, FILED 7-19-2011.

KIMBERLY PERRY, EXAMINING ATTORNEY



*David J. Kyfos*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## SUPREME ADVANTAGE

**Reg. No. 4,266,537**

**Registered Jan. 1, 2013**

**Int. Cls.: 35 and 36**

**SERVICE MARK**

**PRINCIPAL REGISTER**

MDADVANTAGE INSURANCE COMPANY OF NEW JERSEY (NEW JERSEY CORPORATION)  
TWO PRINCESS ROAD, SUITE 2  
LAWRENCEVILLE, NJ 08648

FOR: PROVIDING BUSINESS INFORMATION IN THE FIELD OF RISK MANAGEMENT AGAINST IMPROPER EMPLOYMENT PRACTICES, PRIVACY AND DATA SECURITY, AND MEDICAL PRACTICE ADMINISTRATION, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-16-2010; IN COMMERCE 9-16-2010.

FOR: COMBINATION INSURANCE PRODUCTS AND SERVICES FOR MEDICAL PROFESSIONALS, NAMELY, EMPLOYMENT PRACTICE LIABILITY INSURANCE, PRIVACY AND DATA SECURITY INSURANCE, AND MEDICAL PRACTICE ADMINISTRATION INSURANCE; INSURANCE CONSULTANCY IN THE FIELD OF EMPLOYMENT PRACTICE LIABILITY INSURANCE, PRIVACY AND DATA SECURITY INSURANCE, AND MEDICAL PRACTICE ADMINISTRATION INSURANCE, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-16-2010; IN COMMERCE 9-16-2010.

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

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SUPREME", APART FROM THE MARK AS SHOWN.

SER. NO. 85-342,278, FILED S.R. 6-9-2011 AM. P.R. 9-6-2012.

ANGELA DUONG, EXAMINING ATTORNEY



*David J. Kyffers*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## Partners Advantage

**Reg. No. 4,105,550**

PARTNERS ADVANTAGE, LLC (NORTH DAKOTA LIMITED LIABILITY COMPANY)  
944 VIA LATA

**Registered Feb. 28, 2012**

COLTON, CA 92324

**Int. Cls.: 36 and 41**

FOR: FINANCIAL CONSULTANCY AND INSURANCE CONSULTANCY, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

**SERVICE MARK**

FIRST USE 10-24-2007; IN COMMERCE 10-24-2007.

**PRINCIPAL REGISTER**

FOR: WORKSHOPS AND SEMINARS IN THE FIELD OF INSURANCE, FINANCIAL PLANNING, AND RETIREMENT STRATEGIES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 10-24-2007; IN COMMERCE 10-24-2007.

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

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PARTNERS", APART FROM THE MARK AS SHOWN.

SER. NO. 85-375,223, FILED 7-19-2011.

KIMBERLY PERRY, EXAMINING ATTORNEY



*David J. Kyfos*

Director of the United States Patent and Trademark Office

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## EXPRESS ADVANTAGE NETWORK

**Reg. No. 4,433,227**

EXPRESS SCRIPTS, INC. (DELAWARE CORPORATION)  
ONE EXPRESS WAY

**Registered Nov. 12, 2013**

ST. LOUIS, MO 63121

**Int. Cls.: 35 and 36**

FOR: BUSINESS CONSULTING IN THE FIELD OF PHARMACY BENEFITS, IN CLASS 35  
(U.S. CLS. 100, 101 AND 102).

**SERVICE MARK**

FIRST USE 4-16-2012; IN COMMERCE 4-16-2012.

**PRINCIPAL REGISTER**

FOR: PHARMACY BENEFIT MANAGEMENT SERVICES; PROVIDING INFORMATION  
AND ANALYSIS TO CLIENTS IN THE FIELD OF PHARMACY BENEFITS AND MEMBERS'  
ACCESS TO PRESCRIPTIONS, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 4-16-2012; IN COMMERCE 4-16-2012.

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

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "NETWORKS", APART FROM  
THE MARK AS SHOWN.

SN 85-548,013, FILED 2-21-2012.

PRISCILLA MILTON, EXAMINING ATTORNEY



*Lisa Street Lee*

Deputy Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## ADVANTAGE PLUS

**Reg. No. 4,342,200**

GUARANTEE TRUST LIFE INSURANCE COMPANY (ILLINOIS CORPORATION)  
1275 MILWAUKEE AVENUE  
GLENVIEW, IL 60025

**Registered May 28, 2013**

**Int. Cl.: 36**

FOR: UNDERWRITING, CLAIMS AND ADMINISTRATION SERVICES OF A CASH BENEFIT, SUPPLEMENTAL HEALTH CARE INSURANCE PLAN, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

**SERVICE MARK**

FIRST USE 5-0-2006; IN COMMERCE 5-0-2006.

**PRINCIPAL REGISTER**

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

SER. NO. 85-742,408, FILED 10-1-2012.

EMILY CARLSEN, EXAMINING ATTORNEY



*Sean Street Lee*

Acting Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## LIVE LIFE ADVANTAGE

**Reg. No. 4,544,890**

**Registered June 3, 2014**

**Int. Cls.: 35, 36, and 44**

**SERVICE MARK**

**PRINCIPAL REGISTER**

AMIDA CARE INC. (NEW YORK CORPORATION)  
248 W. 35TH STREET, 7TH FLOOR  
NEW YORK, NY 10001

FOR: PROVIDING OPERATIONAL BUSINESS ASSISTANCE AND BUSINESS CONSULTATION TO CORPORATE CLIENTS IN THE FIELD OF HEALTH CARE, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 10-0-2013; IN COMMERCE 10-0-2013.

FOR: ADMINISTRATION OF PRE-PAID HEALTH CARE PLANS, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 10-0-2013; IN COMMERCE 10-0-2013.

FOR: PROVIDING HEALTH CARE INFORMATION BY TELEPHONE AND OVER THE INTERNET, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 10-0-2013; IN COMMERCE 10-0-2013.

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

SN 85-913,546, FILED 4-24-2013.

LINDA MICKLEBURGH, EXAMINING ATTORNEY



*Michelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## TRUE LIFE ADVANTAGE

**Reg. No. 4,544,891**

**Registered June 3, 2014**

**Int. Cls.: 35, 36, and 44**

**SERVICE MARK**

**PRINCIPAL REGISTER**

AMIDA CARE INC. (NEW YORK CORPORATION)  
248 W. 35TH STREET, 7TH FLOOR  
NEW YORK, NY 10001

FOR: PROVIDING OPERATIONAL BUSINESS ASSISTANCE AND BUSINESS CONSULTATION TO CORPORATE CLIENTS IN THE FIELD OF HEALTH CARE, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 10-0-2013; IN COMMERCE 10-0-2013.

FOR: ADMINISTRATION OF PRE-PAID HEALTH CARE PLANS, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 10-0-2013; IN COMMERCE 10-0-2013.

FOR: PROVIDING HEALTH CARE INFORMATION BY TELEPHONE AND OVER THE INTERNET, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 10-0-2013; IN COMMERCE 10-0-2013.

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

SN 85-913,638, FILED 4-24-2013.

LINDA MICKLEBURGH, EXAMINING ATTORNEY



*Michelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office



# United States of America

United States Patent and Trademark Office

## SELECTHEALTH ADVANTAGE

**Reg. No. 4,477,334**

SELECTHEALTH, INC. (UTAH CORPORATION)  
5381 GREEN STREET  
MURRAY, UT 84123

**Registered Feb. 4, 2014**

**Int. Cl.: 36**

FOR: UNDERWRITING AND ADMINISTRATION OF MEDICAL, HEALTH AND PRESCRIPTION DRUG INSURANCE PLANS, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

**SERVICE MARK**

FIRST USE 9-30-2012; IN COMMERCE 9-30-2012.

**PRINCIPAL REGISTER**

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

OWNER OF U.S. REG. NOS. 3,565,776, 3,847,847, AND 4,318,840.

SER. NO. 85-933,627, FILED 5-16-2013.

LINDA MICKLEBURGH, EXAMINING ATTORNEY



*Michelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## LEAD ADVANTAGE

**Reg. No. 4,694,337**

SENIOR MARKET SALES, INC. (NEBRASKA CORPORATION)  
8420 W. DODGE RD., 5TH FLOOR  
OMAHA, NE 68114

**Registered Mar. 3, 2015**

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

FOR: INSURANCE BROKERAGE SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

**SERVICE MARK**

FIRST USE 9-0-2007; IN COMMERCE 9-0-2007.

**PRINCIPAL REGISTER**

FOR: PROVIDING ON-LINE NON-DOWNLOADABLE SOFTWARE FOR USE IN MANAGING OF A CUSTOMER PROSPECT DATABASE, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-0-2007; IN COMMERCE 9-0-2007.

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

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LEAD", APART FROM THE MARK AS SHOWN.

SER. NO. 86-151,892, FILED 12-24-2013.

JAY FLOWERS, EXAMINING ATTORNEY



*Michelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## Advantage Insurance Network

**Reg. No. 4,631,978**

**Registered Nov. 4, 2014**

**Int. Cl.: 36**

**SERVICE MARK**

**PRINCIPAL REGISTER**

ADVANTAGE INSURANCE NETWORK, LLC (CALIFORNIA LIMITED LIABILITY COMPANY), DBA ADVANTAGE INSURANCE NETWORK  
SUITE 350  
2801 TOWNSGATE RD  
WESTLAKE VILLAGE, CA 91361

FOR: INSURANCE BROKERAGE AND UNDERWRITING SERVICES, NAMELY, PROVIDING INSURANCE PRODUCTS FROM VARIOUS LIFE INSURANCE COMPANIES TO INSURANCE GENERAL AGENTS, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 12-13-1993; IN COMMERCE 12-13-1993.

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

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "INSURANCE NETWORK", APART FROM THE MARK AS SHOWN.

SER. NO. 86-230,522, FILED 3-24-2014.

KELLY BOULTON, EXAMINING ATTORNEY



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Patent and Trademark Office