

ESTTA Tracking number: **ESTTA722460**

Filing date: **01/25/2016**

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	OneMain Financial Holdings, LLC
Granted to Date of previous extension	01/24/2016
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Applicant Information

Application No	86141958	Publication date	07/28/2015
Opposition Filing Date	01/25/2016	Opposition Period Ends	01/24/2016
International Registration No.	NONE	International Registration Date	NONE
Applicant	Alibaba Group Holding Limited Fourth Floor, One Capital Place Grand Cayman, CAYMAN ISLANDS		

Goods/Services Affected by Opposition

Class 009. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Scientific, nautical, photographic, optical, signaling, measuring, checking as in supervision, life-saving apparatus and instruments, namely, telephones, punchclocks, time recording devices, namely, time clocks, scales and balances, graduated rulers, electronic pocket translators, neon signs, electronic notice boards, transparency projection apparatus, kilometer recorders in the nature of odometers for vehicles, telescopes, mechanisms for counter operated apparatus, namely, point-of-sale terminals, fire extinguishers, acoustic alarms, namely, smoke and fire alarms, eyeglasses, batteries, exposed films, namely, exposed camera film; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity, namely, electric wires, electric switches, electrolysis apparatus for electroplating purposes, and electrified fences, namely, electric fences; apparatus for recording, transmission or reproduction of sound or images; blank magnetic data carriers and recording discs; mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; computer programs in the field of business for use in financial management, financial planning, business management, customer relationship management (CRM), inventory management,

sales force management, planning and management of personal and business finances, and marketing information management, all in the field of e-commerce; software for processing electronic payments to and from others; authentication software, namely, software for authenticating the identity of a payer; computer software that may be downloaded from a global computer network for posting information, creating electronic product catalogs, responding to requests and placing and fulfilling orders for products, services and business opportunities via local and global computer networks, for use in document management, for searching, browsing and receiving transmissions of text, electronic documents, graphics and audiovisual information on local and remote area networks and global computer networks, on intranets, or on directories of information available on computer networks, for use in software development and web authoring, for use in exchanging information via global computer networks and online from a computer database and the internet, for business use for financial management, financial planning, business management, customer relationship management (CRM), inventory management, sales force management, planning and management of personal and business finances, and marketing information management, for data mining, for high-speed massive e-commerce data processing, and for data customization, all of the foregoing for use by third parties in connection with an interactive website in the field of e-commerce; downloadable electronic publications in the nature of magazines, articles, brochures, leaflets and datasheets containing information or instructions in the field of business and e-commerce; downloadable computer software to facilitate the electronic transmission of information, data, documents, voice, and images over the Internet; downloadable computer software which allows users to participate in web-based meetings and classes, with access to data, documents, images and software applications through a web browser; downloadable computer software for accessing, viewing, and controlling remote computers and computer networks; Downloadable electronic publications in the nature of articles, papers, and instructional materials in the fields of telecommunications, the Internet, business and e-commerce training, business, sales, and marketing; computer software for use in the search and retrieval of computerized information from global information networks and network systems about hobbies, collectibles, auctions and products; computer peripherals; notebook computers; laptop computers; portable computers; handheld computers; personal digital assistants; personal portable media players; mobile telephones; smart phones; digital cameras; computer workstations comprising computers and computer monitors; servers, namely, computer servers; computer and telecommunications networking computer hardware; computer network adaptors, switches, routers and hubs; wireless and wired modems and communication cards and devices, namely, cable modems, computer fax modem cards, external modems, internal modems, modem cables, modems; laptop holders in the nature of protective sleeves and carrying cases, computer bags; fire-extinguishing apparatus; computer hardware and firmware for use in the field of business for financial management and financial planning; computer software and downloadable computer software for use in the field of business for financial management and financial planning; compact discs featuring music; computer programs and computer software for business for financial management, financial planning, business management, customer relationship management (CRM), inventory management, sales force management, planning and management of personal and business finances, and marketing information management, all in the field of e-commerce; digital music downloadable from the Internet; telecommunications apparatus, namely, VOIP phones, network telephones, electronic facsimile machines, portable digital electronic device for sending and receiving electronic mails, and instant messaging communication tool in the nature of portable telecommunication instant messaging devices; mouse pads; mobile phone handsets; mobile phone accessories, namely, battery chargers, cases, covers, ear phones, headsets, and hands-free calling devices; downloadable computer game software, pictures, motion pictures, movies and music via the internet and wireless devices; alarm monitoring systems; security cameras; mobile radio and television broadcasting units, namely, transmitting and receiving apparatus for radio and television broadcasting and for long distance transmission; television broadcasting equipment, namely, video cameras, film cameras, video monitors, video displays, audio monitors, audio recorders, video recorders, electronic switchers for audio and video signals, cables for the transmission of sounds and images, lights for use with video cameras and film cameras, camera lenses, camera tripods, camera cases, blank videotape, audio mixing boards, and video editing consoles; cameras; video cameras; headphones; ear pieces, namely, ear buds; speakers, namely, loud speakers; Global Positioning System (GPS) apparatus and equipment, namely, GPS systems; downloadable computer, electronic and video games programs and software via the Internet; liquid crystal displays for telecommunications and electronic equipment; set top box; remote control for radios, televisions, stereos, computers, video recorders, video game systems audio systems, and playback machines; data storage programs, namely, software used for the storage of electronic data and documents, data on hard discs, compact discs, tapes and optical discs; spectacles and sunglasses; magnetically encoded

bank credit, debit, cash and identification cards; automatic teller machines, cash dispensers

Class 016. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Newspapers; magazines, printed periodicals, and journals, in the field of business and e-commerce; paper, cardboard and goods made from these materials, not included in other classes, namely, computer paper and cardboard boxes; printed matter, namely, printed calendars, printed charts, newspapers, photographs, magazines, books, printed periodicals, newsletters, and brochures in the field of business, entrepreneurship, and e-commerce; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials, namely, easels, artists' brushes, pastels, pencils, pens, canvas panels, electrical wood burning pens, gesso, namely, plasters, and molds for modeling clays; paint brushes; Typewriters and office requisites, except furniture, namely, adhesive tape dispenser, correcting fluid for type, electric paper hole punch, paper drills, and perforators, fingerstalls, franking machines, envelope sealing machines, paper embossers, paper folding machines, and paper trimmers, rubber bands, and staplers; printed instructional and teaching material in the field of mathematics, science, literature, music, art, and writing; printed instructional and teaching material, namely, books and workbooks in the field of business and e-commerce; plastic materials for packaging, namely, plastic bags for packing and plastic bubble packs for packaging; printers' type; printing blocks; posters, printed cards, namely, business cards; circulars in the field of business and e-commerce; catalogs in the field of business and e-commerce; calendars; price tags; paper price labels; carry bags, namely, paper bags, cardboard bags, and plastic bags for household use; printed telephone, electronic mail and web site directories; cards in the form of debit cards, credit cards, charge cards and telephone calling cards not magnetically encoded; marketing and promotional materials, namely, printed advertising signs, boards, and pamphlets of paper or cardboard; printed advertisements, namely, advertising pamphlets and advertising signs of paper or cardboard; user manuals in the field of business and e-commerce; packaging materials, namely, synthetic resin plastic bags for packaging, paper for packaging, cardboard packaging, and plastic bags and plastic bubble packs for packaging merchandise for shipping; facial tissues; handkerchiefs made of paper; paper mache figurines; paper party bags

Class 035. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Advertising services; business management; business administration; providing office functions; administration of customer loyalty programs and incentive award programs that provide discounts, coupons, rebates, vouchers and special offers for the goods of others; advertising services provided via the Internet; production of television and radio advertisements; accountancy services; auctioneering; consultation relating to trade fairs; public opinion polling; data processing; provision of business information via global computer networks; advertising agency services; advertising services provided for others; database management; compilation of information into computer databases in the field of business and e-commerce; business consulting services in the field of e-commerce; business consulting services in the field of web based events, conferences, training programs, learning programs, and seminars; business consulting services in the field of delivering web-based knowledge; business consulting services in the field of on-line collaboration and collaboration technologies; business consulting services in the fields of sales and marketing; business management services, namely, business project management services; business management services in the nature of business project management services, namely, development, set up, staging, production, recording, monitoring and follow-up for web based events, conferences, training programs, learning programs, and seminars; market research and business consulting services in the field of business and e-commerce; business consultancy services relating to facilitating the transaction of business via local and global computer networks by locating and providing referrals for the delivery of a wide variety of business and consumer products and services; dissemination of business information of goods and services of others via local and global computer networks; business consultancy services in the field of global computer web sites where third parties can offer and source goods and services, place, determine the status of and fulfill trade leads and orders, enter into contracts and transact business; providing computerized online ordering services featuring a wide variety of general consumer, business, and industrial products and merchandise; advertising of goods and services of others via local and global computer networks; international import and export agency services; rental of advertising space on communication media; online trading services in which sellers post products to be auctioned and bidding is done via the Internet, and providing online business evaluation relating thereto; online retail store services featuring a wide variety of consumer goods of others; providing an online business directory of third party web sites to facilitate business transactions; business consultancy services in the field of operating an electronic marketplace for the buyers and sellers of goods and/or services on a global computer network; business as-

sistance for others in the field of facilitating business transaction via local and global computer networks; corporate business management consultancy services; marketing and promotion services; publication of publicity materials; marketing services, namely, providing videos to promote vacant premises; dissemination of advertising materials, updating of advertising materials, compilation of advertisements for use as web pages on the Internet; rental of advertising space; computer data processing; providing information concerning commercial sales, providing business information, providing a database of information pertaining to the promotional products industry; telephone answering service; auctioneering provided on the Internet; personnel management; provision of sales, business, advertising and promotional information through a global computer network and via the Internet; presentation of goods of others for retail purposes via the Internet; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from a general merchandise Internet web site particularly specializing in the marketing of the sale of goods and services of others; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from a general merchandise catalogue by mail order or by means of telecommunications; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from retail outlets featuring consumer, commercial, and industrial goods; retail and wholesale store services featuring telephones, mobile phone handsets, mobile phone accessories, electronic and telecommunications goods, computer hardware and computer software, batteries, battery chargers, apparatus and instruments for recording, receiving, transmitting and/or reproducing data, information, pictures, images and/or sound, precious metals, jewelry, precious stones, printed matter, stationery and magnetic and non magnetically encoded cards, furniture, picture frames, household and kitchen utensils, glassware, porcelain and earthenware, textiles, clothing, footwear, headgear, laces and embroidery, buttons, ribbons, pins and needles, artificial flowers, carpets, rugs, games and electronic toys, chemicals used in industry, science, photography and agriculture, paints, varnishes and lacquers, personal hygiene products, soaps, perfumery, cosmetics, hair and body lotions, essential oils, cleaning and bleaching preparations, lubricants, fuels, candles, pharmaceutical, veterinary and sanitary preparations, ironmongery and small items of metal hardware, machines and machine tools, cutlery, razors and hand tools, computers, calculating machines, electrical, photographic, cinematographic and optical apparatus and instruments, spectacles and sun glasses, surgical and medical apparatus and instruments, apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes, vehicles, firearms, fireworks, silverware, horological and chronometric instruments, musical instruments, magazines, cards, paper and cardboard products, namely, computer paper, cardboard boxes and office stationery, pictures, typewriters and office requisites, packaging materials, rubber and plastics for manufacturing use, packing and insulating materials, leather and imitations of leather and goods made from these materials, handbags, purses, wallets, leather holders, bags, luggage, umbrellas, mirrors, ropes, string, nets, tents, yarns and threads for textile use, coat hangers, place mats; dressmaker's articles, bed and table covers, playthings and sporting articles, foodstuffs and beverages, meat, fish, poultry, preserved, dried and cooked fruits and vegetables, jams and fruit sauces, eggs, milk and milk products, edible oils and fats, coffee, tea, cocoa, sugar, rice, flour, bread and cakes, condiments, fresh fruit and vegetables, beer, mineral water, fruit juices and other non-alcoholic drinks, alcoholic beverages, floral products, tobacco, smokers' articles and matches; direct mail advertising services; buying and selling agency services, namely, purchasing a wide variety of consumer, business and industrial products and services for others; selection of goods and procurement of goods for individuals and businesses, namely, purchasing of a wide variety of consumer, business and industrial products and services for individuals and businesses; online ordering services featuring a wide variety of consumer goods of others; retail department store services; retail supermarket services; secretarial services; provision of business statistical information; organization of exhibitions for commercial or advertising purposes; business assistance services, namely, compilation and rental of marketing mailing lists; business investigation; business administration consultation services in the field of processing of sales made on the Internet; business networking referral services and personnel placement; import-export agency services; arranging newspaper subscriptions for others; document reproduction; transcription, namely, conference call, message and stenographic transcription; rental of office equipment; customer relationship management; business management services relating to electronic commerce; business management and administration services relating to promotional sponsorship programs; accounting services; charitable services, namely, organizing and conducting volunteer programs and community service projects; providing a website on a global computer network where third parties can offer goods and services for sale, place and fulfill orders, enter into contracts and transact business

Class 036. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Insurance services, namely, insurance agencies; financial affairs and monetary affairs, namely, financial analysis and online escrow service for exchange of goods and services; real estate affairs, namely, assessment and management of real estate, providing information in the field of real estate via the internet; clearing and reconciling financial transactions via a global computer network, namely, providing secure commercial transactions and payment options; online banking services and online financial planning services; credit card services; electronic payment, namely, electronic processing and transmission of bill payment data; underwriting insurance for financial transactions; electronic funds transfer services; transfer of funds by electronic means for others; transfer of electronic payments for others via the internet; financial services in the nature of credit card and debit card payment processing services; real estate services, namely, arrangement and management of leases and rental agreements; real estate rental and leasing services, namely, rental and leasing of rental property, commercial property, offices, vacation homes, condominiums, offices, apartments, and flats; leasing of real estate; real estate appraisal; real estate valuation, real estate financing, real estate investment services; real estate brokerage services; real estate agency services; housing agency services; actuarial services; real estate management and real estate consultancy services; rent collection; rental of office space; rental of apartments and flats; provision of financial information via the Internet; safety deposit box services, and issuing of travel vouchers services, namely, providing vouchers for payment of transportation expenses; capital investments services; financial evaluation in the field of insurance, banking, and real estate; financial and financial asset management services; financial services, namely, debt settlement and providing electronic processing of credit card transactions and electronic payments provided by telecommunication means; financial consultancy and advisory services; home banking; banking services provided online from a computer databases or the Internet; securities brokerage services, stock exchange quotation services; stocks and bonds brokerage, financial analysis; debit card services, charge card services and check verification services; banking, savings account and investment banking services; financial clearing house services; credit card verification via global computer information network; electronic credit risk management services; electronic purchase payment and electronic bill payment services, namely, electronic payment services involving electronic processing and subsequent transmission of bill payment data; financial accounts debiting and crediting services, namely, providing credit and debit card payment processing services and lines of credit; electronic banking services via a global network; issuance of stored value cards, and charge cards and debit cards services; telephone credit card services, namely, telephone calling cards services; providing finance and insurance information online from a computer database or Internet; collection agency for collection of unpaid gas and electricity fees; antique appraisal; art appraisal; jewelry appraisal; used car appraisal; charitable fund raising; charitable collections, namely, charitable fundraising services; rental of paper money and coin counting machines; rental of cash dispensers or automated-teller machines; online payment services, namely, electronic processing of credit card transactions and electronic payments via a global computer network; providing links to the web sites of others featuring electronic commerce payment services in the nature of funded accounts used to purchase goods and services on the Internet; consultancy, information and advisory services relating to the aforesaid services; providing toll road, namely, highway toll collection services

Class 038. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Telecommunications services, namely, providing telephone communication, Internet telephony services, network telephone, electronic facsimile, electronic mails, and instant messaging communication services; providing web-based multimedia teleconferencing and videoconferencing that allow simultaneous and asynchronous viewing, sharing, editing, and discussion of documents, data, and images by participants via a web browser; providing customers with multiple user access to a global computer network to access online reports regarding the performance, effectiveness, and status of web-based applications, teleconferences, videoconferences, and meetings; providing users with secure remote access via the Internet to private computer networks; providing online collaboration services, namely, providing multiple user access to global computer network which allows users to access applications, platforms, jointly-shared documents, data, task lists, and discussion forums; Internet broadcasting services; Internet service provider services; providing telecommunication access to the Internet, and providing on-line communications links which transfer the web site user to other local and global web pages; providing telecommunications connections to the Internet or data bases; provision of telecommunication access to the world-wide web; communication by computer terminals; communication by fibre optic networks; electronic transmission of messages and images by computer; facsimile transmission; message sending;

paging services; rental of modems; transmission of data by electronic means; rental of telecommunication equipment; electronic message sending, receiving and forwarding services; transmission and delivery of data by electronic means; electronic transmission and delivery of mail messages, still picture and moving picture information, namely, characters, messages, music and images, telegrams, information, and data by electronic, telephone, telegraph, cable, computer and satellite means; transmission, broadcast and reception of audio, video, still and moving images and data via telecommunication means whether in compressed or uncompressed form and whether in real or delayed time; electronic messaging services, telephone, video and web conferencing services, and electronic order-transmission services; video conferencing services; providing an electronic bulletin board that enables users to perform a real-time interactive talk between a computer terminal and an electronic bulletin board containing still picture and moving picture information and voice information such as characters in the field of general interest; providing electronic bulletin boards and message boards for transmission of messages among users concerning business and e-commerce; provision of online discussion forums for transmission of messages among computer users concerning business and e-commerce; television broadcasting services; broadcasting and transmission of radio and television programs; music broadcasting; transmission of music, films, interactive programs, videos, electronic computer games via a global computer network or the internet; electronic transmission of information in the field of online shopping and general retail services; video-on-demand transmission services; news agency services for electronic transmission; providing access to computer database on the global computer network for searching and retrieving information, data, web sites and resources available on computer networks; providing multiple user access to a computer database containing electronic publications, bulletin boards, database and information accessible via computer; providing chat room services for transmission of messages among computer users concerning business and e-commerce; providing multiple user access to global computer information networks for the transfer and dissemination of a wide range of information; communication services, namely, text and numeric wireless digital messaging services; transmission of information by data communications for assisting decision making; transmission of information through video communication systems; web conferencing services; electronic communication services for establishing virtual chatrooms via text messaging; providing electronic bulletin boards for the posting and transmission of messages among and between computer users concerning consumer products, services and business leads and opportunities; providing an online interactive bulletin board for the posting, promotion, sale and resale of items via a global computer network; providing electronic mail and electronic mail forwarding services; audio and video communication via computers and computer networks, and via a global communication network; providing computer access to online interactive bulletin boards and databases; providing access to electronic bulletin boards for the posting and transmission of messages among and between computer users concerning products, services and business opportunities; teleconferencing services, namely, distant video and telephone conferencing; providing distant video and telephone conferencing facilities and equipment; consultancy, information and advisory services relating to the aforesaid services

Class 041. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Education, namely, providing live and online seminars and conferences in the field of business and e-commerce; providing of training in the field of business and e-commerce; entertainment, namely, providing online video games and non-downloadable playback of digital music; organizing community sporting and cultural activities; publication of texts, books and journals; publication of newspapers, magazines and periodicals containing diagrams, images and photographs; education, namely, training courses and instructional classes in the field of telecommunications hardware and software, operation of computers, computer programming, web site design, e-commerce, business management and advertising; provision of education, instruction and training via online interactive and non-interactive courses, classes, workshops and seminars in the field of business and e-commerce; design of educational courses, namely, development of curriculum and examinations for others in the field of business and e-commerce; entertainment provided via electronic and digital interactive media, namely, providing online computer games; electronic games services provided by means of the Internet, namely, providing online computer games; provision of information about education, entertainment information, information in the field of sports and sporting events, and information in the field of recreation and leisure activities and cultural activities and exhibitions; providing online non-downloadable electronic publications, namely, books, journals, newsletters and articles in the field of business and e-commerce; arranging, organizing, hosting and conducting singing competitions; arranging, organizing, hosting and conducting musical concerts; arranging, organizing, hosting and conducting events and competitions for education or en-

entertainment purposes, namely, providing conferences, competitions and symposia in the field of business and e-commerce; entertainment services, namely, production and distribution of a game show; entertainment ticketagency services; providing entertainment information and information about education from a computer database or the Internet; providing non-downloadable prerecorded digital music from the Internet; providing non-downloadable prerecorded digital music from MP3 Internet web sites; entertainment and education services, namely, conducting courses of instruction relating to planning, production and distribution of sound, images, digital music, movies, live or recorded audio, visual or audiovisual material for broadcasting on terrestrial cable, satellite channels, the Internet, wireless or wirelink systems and other means of communications; music entertainment services, namely, live music concerts; rental of sound recordings; entertainment in the nature of on-going television programs in the fields of business and e-commerce; producing entertainment, educational, documentary and news programs in the fields of business and e-commerce for broadcasting; news reporters' services; providing news in the field of sporting or cultural events, and current events reporting provided by satellite television transmission, the Internet or radio; production of television and radio programs and film production; production of television programs; provision of information, data, graphics, sound, music, videos, animation and text for entertainment purpose, namely, animation rendered by means of a global computer network; game services provided online from a computer network; provision of recreation, sporting and gymnasium facilities; live performances by a musical band; night club services, discotheque, and fashion shows for entertainment purposes; club services relating to entertainment, education and cultural services, namely, arranging and conducting educational conferences, conventions, seminars and training workshops in the field of business and e-commerce; organizing and conducting exhibitions for cultural or educational purposes; art exhibition services; art gallery services, namely, rental of artwork; training services in the field of occupational health and safety, and environmental conservation; provision of cigar appreciation classes, wine tasting classes; providing research in the field of education, and providing information about research in the field of education; arranging, organizing, planning and running of educational seminars in the field of business and e-commerce; animal training; direction in producing broadcasting programs, namely, production of television and radio programs and film production; instructional services, namely, training in operation of audiovisual machines and equipment, which is used for the production of broadcasting programs; providing audio and visual studios; providing sports facilities; providing facilities for movies, shows, plays, music or educational training; entertainment booking agencies, namely, booking of seats for shows and sports events; rental of motion pictures; rental and leasing of musical instruments; rental and leasing of television sets; lending libraries; archive library services; subtitling services, namely, preparing subtitles for movies; sign language interpretation services; rental of entertainment software, namely, rental of computer game software; providing online non-downloadable music and movies through the internet; providing online computer games and conducting contests; rental of pre-recorded video tapes; rental and leasing of game machines; rental of arcade game equipment; rental of motion pictures; photography; translation; language interpretation; educational and training programs in the field of risk management; provision of news in the nature of current event reporting; lottery services

Class 042. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Scientific and technological services, namely, research and design in the fields of telecommunications software and hardware design, Internet technology, the design of websites for advertising, software design, and e-commerce software and hardware design, and industrial research and analysis services in the field of e-commerce; industrial research services in the field of business and e-commerce; design and development of computer hardware and software; computer services, namely, design and development of wireless communication systems for transmitting information, data, documents, and images over the Internet; application service provider (ASP) services, namely, hosting computer software applications of others; application service provider (ASP) services featuring software for web-based conferencing, audio conferencing, electronic messaging, document collaboration, video conferencing, and voice and call processing; providing online non-downloadable software for facilitating the interoperability of multiple software applications; technical support services, namely, troubleshooting of problems for computer software and applications provided online, by email and by telephone; computer services, namely, creating an online community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking; computer technology advice provided to Internet users by means of a support hotline; computer services, namely, creating indexes of information, sites and resources on computer networks; providing search engines for the Internet; design of computers, notebook computers, laptop computers, portable computers and hand-

held computers; design of personal digital assistants and personal media players for others; design of mobile telephones and smart phone for others; design of digital cameras for others; computer services, namely, computer system administration for others; computer programming; computer systems integration services; computer systems analysis services; computer programming in relation to the defense against virus, namely, computer virus protection services; computer system software services, namely, design and development of online computer software systems; providing direct connection services between computer users for exchanging data, namely, providing temporary use of online non-downloadable software for the exchange of data; computer software design; computer system design; design and development of webpages; hosting webpages for others; hosting computer application software for others for use in searching and retrieving information from databases and computer networks; providing technical information in the field of computer hardware and software design and implementation, and telecommunication software, equipment, and hardware design and implementation, at the specific request of end users by means of telephone or global computer network; computer software consultancy; computer services, namely, customized searching of computer databases and websites, creating, maintaining and hosting websites for others, creating an online community for registered users to develop and collaborate on address books and calendars, software design and development for others, hosting online interactive public calendars, address books and notes that allow multiple participants to share event schedules, facility reservations, and transportation requests via local and global computer network; customized searching of computer databases and websites, namely, providing customized online web pages featuring user-defined information which includes online links to third party web sites, and providing search engines for obtaining data from computer files on a global computer network; providing customized online web pages featuring user-defined information which includes online links to third party web sites; computer code conversion for others; conversion of physical data and documents into electronic media format; testing and evaluation services of the goods and services of others to assure compliance with industry standards; architectural design services; interior design services of buildings, offices and apartments; computer security services, namely, the provision of user certification authority services for others to ensure the security of transmitted information, namely, providing a website that features technology that enables the secure exchange of information by users; computer and network information services, namely, providing information in the field of computer-based information systems for businesses engaging in e-commerce; computer security risk management programs, namely, updating of computer software relating to computer security and prevention of computer risks; computer security information, knowledge, and testing services, namely, computer security consultancy in the field of scanning and penetration testing of computers and networks to assess information security vulnerability; providing quality assurance services in the field of computer software; computer security service, namely, restricting access to and by computer networks to and of undesired web sites, media and individuals and facilities; security of data transmission and of transactions via computer networks, namely, computer security service, namely, restricting access to and by computer networks to and of undesired web sites, media and individuals and facilities; platform as a service (PAAS) featuring computer software platforms for the online submission of consumer complaints; consultancy in the field of data security; consultancy concerning securing telecommunications technology


Class 045. First Use: 0 First Use In Commerce: 0


All goods and services in the class are opposed, namely: Personal and social services rendered by others to meet the needs of individuals, namely, internet-based social networking services and online social networking services; dating services; legal services; domain name registration services; security guard services, and security services, namely, security guard services; personal safety services, namely, bodyguard services; rental of apparel; authentication services for computer security, namely, computer security services in the nature of providing authentication, issuance, validation, and revocation of digital certificates; identification verification services, namely, providing online authentication of electronic signatures; emergency response alarm monitoring services, namely, monitoring of intruder, burglar and fire alert devices by a remote monitoring center for the dispatch of emergency public health and security services and notification to third parties; intruder and burglar alarms monitoring services; monitoring of fire and flood detecting devices and alarms for safety purposes; licensing of digital data, still images, moving images, audio and text; domain name registrar and domain name registration services; baggage inspection for security purposes; personal background investigation services; security services, namely, security guarding for facilities and security guard services; funeral arrangement services; consultancy, information and advisory services relating to the aforesaid services

Grounds for Opposition


Priority and likelihood of confusion	Trademark Act section 2(d)
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Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	4155323	Application Date	03/17/2011
Registration Date	06/05/2012	Foreign Priority Date	09/28/2010
Word Mark	ONEMAIN		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 2011/07/01 First Use In Commerce: 2011/07/01 Financial services, namely, consumer lending, credit and financing services; credit insurance underwriting services; mortgage lending services; loan services; insurance services, namely, underwriting, brokerage, administration and agency services in connection with life, accident, disability, property and casualty, homeowners, auto, credit, debt protection and fire; insurance actuarial services		

U.S. Registration No.	4155324	Application Date	03/17/2011
Registration Date	06/05/2012	Foreign Priority Date	10/11/2010
Word Mark	ONEMAIN FINANCIAL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 2011/07/01 First Use In Commerce: 2011/07/01 Financial services, namely, consumer lending, credit and financing services; credit insurance underwriting services; mortgage lending services; loan services		

U.S. Registration No.	4071820	Application Date	12/03/2010
Registration Date	12/13/2011	Foreign Priority	NONE

		Date	
Word Mark	ONEMAIN FINANCIAL		
Design Mark			
Description of Mark	The mark consists of the word "ONEMAIN" with a design of 5 houses pointing to the center of a circle, with the word "FINANCIAL" underneath.		
Goods/Services	Class 036. First use: First Use: 2011/07/01 First Use In Commerce: 2011/07/01 financial services, namely, consumer lending, credit and financing services; credit insurance underwriting services		

Related Proceedings	91225443
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Attachments	85269690#TMSN.png(bytes) 85269706#TMSN.png(bytes) 85190415#TMSN.png(bytes) Notice of Opposition of 86141,958.pdf(814155 bytes) EXHIBIT A_ 86141958.pdf(67189 bytes) ONE MAIN FINANCIAL Reg Cert 4071820.pdf(1802614 bytes) ONEMAIN FINANCIAL Reg Cert 4155324.pdf(98395 bytes) ONEMAIN Reg Cert 4155323.pdf(104654 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	/James E. Rosini/
Name	James E. Rosini, Esq.
Date	01/25/2016

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

In the Matter of Trademark Application:

Serial No. : 86/141,958
Applicant : Alibaba Group Holding Limited
Filed : December 12, 2013
Mark : 

Published in the *Official Gazette* of July 28, 2015

OneMain Financial Holdings, LLC

Opposer,

v.


11 Main, LLC


Applicant.

Opposition No. _____

UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

NOTICE OF OPPOSITION

Opposer, OneMain Financial Holdings, LLC., a Delaware limited liability company with a place of business at 300 St. Paul Place Baltimore, Maryland 21202, USA (“One Main Financial” or “Opposer”), believing it will be damaged by registration of  as shown in Application Serial No. 86/141,958, hereby opposes same. As grounds for opposition, One Main Financial alleges as follows:

1. Applicant of record is 11 Main, LLC (“Applicant”). Applicant is the assignee of the entire interest in this mark, granted by Alibaba Group Holding, Limited on September 23, 2015.
2. Applicant seeks registration of the mark  (the “11Main Mark”) as a trademark and service mark in International Classes 9, 16, 35, 36, 38, 41, 42, and 45 for a wide variety of goods and services described in **Exhibit A** (the “Application’s Goods and Services”) including various financial and insurance products and services in classes 9 and 36.
3. Specifically, Applicant seeks to register the mark for International Class 9 for goods and services including but not limited to “[C]ash registers, calculating machines, data processing equipment and computers; computer programs in the fields of business and e-commerce for use in financial management, financial planning, business management, customer relationship management, inventory management, sales force management, planning and management of personal and business finances, and marketing information management; software for processing electronic payments to and from others; authentication software, namely, software for authenticating the identity of a payer; computer software that may be downloaded from a global computer network for posting information, creating electronic product catalogs, responding to requests and placing and fulfilling orders for products, services and business opportunities via local and global computer networks, for use in document management, for searching, browsing and receiving transmissions of text, electronic documents, graphics and audiovisual information on local and remote area networks and global computer


networks, on intranets, or on directories of information available on computer networks, for use in software development and web authoring, for use in exchanging information via global computer networks and online from a computer database and the internet, for business use for financial management, financial planning, business management, customer relationship management, inventory management, sales force management, planning and management of personal and business finances, and marketing information management... and instructional materials in the fields of telecommunications, the Internet, business and e-commerce training, business, sales, and marketing ... computer hardware and firmware for use in the field of business for financial management and financial planning; computer software and downloadable computer software for use in the field of business for financial management and financial planning; compact discs featuring music; computer programs and computer software for business for financial management, financial planning, business management, customer relationship management, inventory management, sales force management, planning and management of personal and business finances, and marketing information management, all in the field of e-commerce...magnetically encoded bank credit, debit, cash and identification cards; automatic teller machines, cash dispensers.”

4. Specifically, Applicant seeks to register the mark for International Class 36 for goods and services including but not limited to “Insurance services, namely, insurance agencies; financial affairs and monetary affairs, namely, financial analysis and online escrow service for exchange of goods and services; real estate

affairs, namely, assessment and management of real estate, providing information in the field of real estate via the internet; clearing and reconciling financial transactions via a global computer network, namely, providing secure commercial transactions and payment options; online banking services and online financial planning services; credit card services; electronic payment, namely, electronic processing and transmission of bill payment data; underwriting insurance for financial transactions; electronic funds transfer services; transfer of funds by electronic means for others; transfer of electronic payments for others via the internet; financial services in the nature credit card and debit card payment processing services; real estate management services, namely, management of leases and rental agreements; real estate rental and leasing services, namely, rental and leasing of rental property, commercial property, offices, vacation homes, condominiums, offices, apartments, and flats; leasing of real estate; real estate appraisal; real estate valuation, real estate financing, real estate investment services; real estate brokerage services; real estate agency services; housing agency services; actuarial services; real estate management and real estate consultancy services; rent collection; rental of office space; rental of apartments and flats; provision of financial information via the Internet; safety deposit box services, and issuing of travel vouchers services, namely, providing vouchers for payment of transportation expenses; capital investments services; financial evaluation in the field of insurance, banking, and real estate; financial and financial asset management services; financial services, namely, debt settlement and providing electronic processing of credit card transactions and electronic

payments provided by telecommunication means; financial consultancy and advisory services; home banking; banking services provided online from a computer databases or the Internet; securities brokerage services, stock exchange quotation services; stocks and bonds brokerage, financial analysis; debit card services, charge card services and check verification services; banking, savings account and investment banking services; financial clearing house services; credit card verification via global computer information network; electronic credit risk management services; electronic purchase payment and electronic bill payment services, namely, electronic payment services involving electronic processing and subsequent transmission of bill payment data; financial accounts debiting and crediting services, namely, providing credit and debit card payment processing services and lines of credit; electronic banking services via a global network; issuance of stored value cards, and charge cards and debit cards services; telephone credit cards services, namely, telephone calling cards services; providing finance and insurance information online from a computer database or Internet; collection agency for collection of unpaid gas and electricity fees; antique appraisal; art appraisal; jewelry appraisal; used car appraisal; charitable fund raising; rental of paper money and coin counting machines; rental of cash dispensers or automated-teller machines; online payment services, namely, electronic processing of credit card transactions and electronic payments via a global computer network; providing toll road services, namely, highway toll collection services.”

5. Applicant filed Application Serial No. 86/141,958 (the "Application") on December 12, 2013 with the U.S. Patent & Trademark Office ("the U.S.P.T.O.") on an intent-to-use basis pursuant to section 1(b) of the Lanham Act, 15.U.S.C. 1051(b), claiming a priority date of September 19, 2013 based on a foreign registration under section 44(e) of the Lanham Act, 15 U.S.C. 1126(e).
6. The U.S.P.T.O. granted Opposer's request to extend the deadline to oppose the Application, the deadline for which has been extended up to and including Sunday, January 24, 2016. The deadline to file the instant opposition is therefore Monday, January 25, 2016.
7. Opposer is a leading financial services provider. Opposer owns extensive common law trademark rights in and to the trade name and trademark ONEMAIN (the "ONEMAIN Mark") by virtue of its long and expansive use of that mark for, *inter alia*, financial services, namely, consumer lending, credit and financing services; credit insurance underwriting services; mortgage lending services; loan services; insurance services, namely, underwriting, brokerage, administration and agency services in connection with life, accident, disability, property and casualty, homeowners, auto, credit, debt protection and fire; insurance actuarial services.
8. Opposer has used the ONEMAIN Mark in interstate commerce in connection with the foregoing goods and services since at least as early as February 7, 2011, which is well before the priority date of the subject application.
9. In addition, Opposer is also the owner of the following U.S. trademark registrations:

Mark	U.S. Registration No.	Registration Date	Goods and Services
ONEMAIN	4,155,323	June 5, 2012	IC 36. Financial services, namely, consumer lending, credit and financing services; credit insurance underwriting services; mortgage lending services; loan services; insurance services, namely, underwriting, brokerage, administration and agency services in connection with life, accident, disability, property and casualty, homeowners, auto, credit, debt protection and fire; insurance actuarial services [First Use: February 7, 2011]
ONEMAIN FINANCIAL	4,155,324	June 5, 2012	IC 36: financial services, namely, consumer lending, credit and financing services; credit insurance underwriting services; mortgage lending services; loan services. [First Use: February 7, 2011]
 OneMain Financial	4,071,820	December 13, 2011	IC 36. Financial services, namely, consumer lending, credit and financing services; credit insurance underwriting services; mortgage lending services; loan services [First Use: February 7, 2011]

Copies of these registrations with their live status report obtained from the U.S.P.T.O.'s Trademark Status & Document Retrieval System are attached hereto as **Exhibit B**.

10. Opposer has invested significant resources promoting its goods and services sold under the ONEMAIN Mark. As such, consumers and others regard Opposer as the origin financial related goods and services sold under the ONEMAIN Mark.
11. As may be seen by comparing the marks at issue, Applicant's 11MAIN Mark is a close variant of Opposer's ONEMAIN Mark. Where Opposer spells out the number "1", Applicant uses the numeric expression of the "11." As a result, Applicant's mark may be read phonetically as "*one-one-main*."
12. The minimal deviation of a second "one" is not sufficient to distinguish Applicant's 11Main Mark from Opposer's ONEMAIN Mark or to avoid consumer confusion.
13. Additionally, Applicant's 11MAIN Mark is visually similarly to Opposer's ONEMAIN Mark as both parties' marks incorporate the number one (either "1" or "ONE") followed by the suffix "-MAIN" in a single term.
14. Applicant seeks registration of the 11MAIN Mark for nearly identical goods and services in the financial industry offered by ONEMAIN.
15. Applicant's proposed use of the 11MAIN Mark in connection with the Application's Goods and Services thus is likely to cause consumers mistakenly to believe that such goods and services are somehow related to Opposer or that such services originate from or are sponsored or approved by Opposer. This confusion and mistake will cause injury to Opposer.
16. Opposer has not given Applicant permission to use the ONEMAIN Mark or any variant of the ONEMAIN Marks.
17. Further, Applicant does not, however, have a bona fide intent to offer financial industry related goods and services.

18. Subsequent to application for the 11MAIN Mark, applicant launched the e-commerce site 11main.com. A review of this website demonstrates applicant's present use of the 11MAIN Mark is limited to the sale of goods relating to clothing, sporting goods, toys, jewelry, technology and media accessories such as televisions as well as other ancillary consumer products.
19. There is no indication anywhere on applicant's website that illustrates a bona fide intent to offer the financial goods and services listed in the Application.
20. Accordingly, registration for the mark applied for under Application Serial No. 86/141,958, should be refused under the provisions of Sections, 1, 2 and 13 of the Trademark Act.

WHEREFORE, Opposer, OneMain Financial Holdings, LLC requests that Application Serial No. 86/141,958 be rejected, that no registration be issued to Applicant, and that this opposition be sustained in favor of OneMain Financial Holdings, LLC.

Please address all future communications regarding this opposition to:

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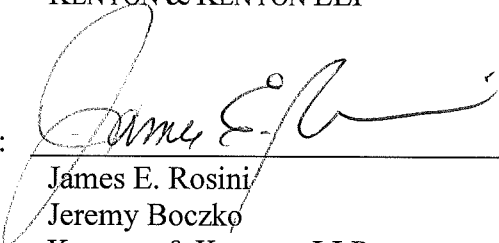
If any fees associated with this proceeding are required and were not paid during the course of the electronic filing process, please charge such fees to Deposit Account 11-0600-395 (Our Ref. 15102.49).

Respectfully submitted,

KENYON & KENYON LLP

Date: January 15, 2016

By:



James E. Rosini

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Counsel for Opposer,

OneMain Financial Holdings, LLC

CERTIFICATE OF SERVICE

I hereby certify that the required number of copies of the foregoing *Notice of Opposition*, including all exhibits, was served as shown below on Applicant's correspondent of record:

By U.S. Mail (Postage Prepaid)

11Main, LLC
ANN LAMPORT HAMMITTEONE MAIN STREET
LANDO & ANASTASI, LLP
CAMBRIDGE, MA 02142

Date: January 25, 2016

By: 

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EXHIBIT A

TM 460

TRADEMARK OFFICIAL GAZETTE

JUL. 28, 2015

REASON FOR PUBLICATION

Published for Opposition

Mark Literal(s) 11 MAIN



CASE IDENTIFIERS

Serial Number 86141958 **Application Filing Date** Dec. 12, 2013 **Register** Principal **Mark Type** Service Mark
Publication Date Jul. 28, 2015

MARK INFORMATION

Standard Character Claim No **Mark Drawing Type** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES
WORD(S)/ LETTER(S) **Description of the Mark** The mark consists of "11 MAIN" surrounded by a rectangular
shaped box. **Color Claimed** Color is not claimed as a feature of the mark.

FOREIGN INFORMATION

Priority Claimed Yes **Foreign Application Number** 302835757 **Foreign Application Filing Date** Dec. 12,
2013 **Foreign Registration Number** 302835757 **Foreign Registration Date** Dec. 12, 2013 **Foreign**
Application/ Registration County HONG KONG **Foreign Expiration Date** Dec. 12, 2023

GOODS AND SERVICES INFORMATION

For Insurance services, namely, insurance agencies; financial affairs and monetary affairs, namely, financial analysis and online escrow service for exchange of goods and services; real estate affairs, namely, assessment and management of real estate, providing information in the field of real estate via the internet; clearing and reconciling financial transactions via a global computer network, namely, providing secure commercial transactions and payment options; online banking services and online financial planning services; credit card services; electronic payment, namely, electronic processing and transmission of bill payment data; underwriting insurance for financial transactions; electronic funds transfer services; transfer of funds by electronic means for others; transfer of electronic payments for others via the internet; financial services in the nature of credit card and debit card payment processing services; real estate services, namely, arrangement and management of leases and rental agreements; real estate rental and leasing services, namely, rental and leasing of rental property, commercial property, offices, vacation homes, condominiums, offices, apartments, and flats; leasing of real estate; real estate appraisal; real estate valuation, real estate financing, real estate investment services; real estate brokerage services; real estate agency services; housing agency services; actuarial services; real estate management and real estate consultancy services; rent collection; rental of office space; rental of apartments and flats; provision of financial information via the Internet; safety deposit box services, and issuing of travel vouchers services, namely, providing vouchers for payment of transportation expenses; capital investments services; financial evaluation in the field of

EXHIBIT A

insurance, banking, and real estate; financial and financial asset management services; financial services, namely, debt settlement and providing electronic processing of credit card transactions and electronic payments provided by telecommunication means; financial consultancy and advisory services; home banking; banking services provided online from a computer databases or the Internet; securities brokerage services, stock exchange quotation services; stocks and bonds brokerage, financial analysis; debit card services, charge card services and check verification services; banking, savings account and investment banking services; financial clearing house services; credit card verification via global computer information network; electronic credit risk management services; electronic purchase payment and electronic bill payment services, namely, electronic payment services involving electronic processing and subsequent transmission of bill payment data; financial accounts debiting and crediting services, namely, providing credit and debit card payment processing services and lines of credit; electronic banking services via a global network; issuance of stored value cards, and charge cards and debit cards services; telephone credit cards services, namely, telephone calling cards services; providing finance and insurance information online from a computer database or Internet; collection agency for collection of unpaid gas and electricity fees; antique appraisal; art appraisal; jewelry appraisal; used car appraisal; charitable fund raising; charitable collections, namely, charitable fundraising services; rental of paper money and coin counting machines; rental of cash dispensers or automated-teller machines; online payment services, namely, electronic processing of credit card transactions and electronic payments via a global computer network; providing links to the web sites of others featuring electronic commerce payment services in the nature of funded accounts used to purchase goods and services on the Internet; consultancy, information and advisory services relating to the aforesaid services; providing toll road, namely, highway toll collection services

International Classes	36 - Primary Classes	US Classes	100, 101, 102	International Class Title	Insurance and Financial
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For Newspapers; magazines, printed periodicals, and journals, in the field of business and e-commerce; paper, cardboard and goods made from these materials, not included in other classes, namely, computer paper and cardboard boxes; printed matter, namely, printed calendars, printed charts, newspapers, photographs, magazines, books, printed periodicals, newsletters, and brochures in the field of business, entrepreneurship, and e-commerce; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials, namely, easels, artists' brushes, pastels, pencils, pens, canvas panels, electrical wood burning pens, gesso, namely, plasters, and molds for modeling clays; paint brushes; Typewriters and office requisites, except furniture, namely, adhesive tape dispenser, correcting fluid for type, electric paper hole punch, paper drills, and perforators, fingerstalls, franking machines, envelope sealing machines, paper embossers, paper folding machines, and paper trimmers, rubber bands, and staplers; printed instructional and teaching material in the field of mathematics, science, literature, music, art, and writing; printed instructional and teaching material, namely, books and workbooks in the field of business and e-commerce; plastic materials for packaging, namely, plastic bags for packing and plastic bubble packs for packaging; printers' type; printing blocks; posters, printed cards, namely, business cards; circulars in the field of business and e-commerce; catalogs in the field of business and e-commerce; calendars; price tags; paper price labels; carry bags, namely, paper bags, cardboard bags, and plastic bags for household use; printed telephone, electronic mail and web site directories; cards in the form of debit cards, credit cards, charge cards and telephone calling cards not magnetically encoded; marketing and promotional materials, namely, printed advertising

EXHIBIT A

signs, boards, and pamphlets of paper or cardboard; printed advertisements, namely, advertising pamphlets and advertising signs of paper or cardboard; user manuals in the field of business and e-commerce; packaging materials, namely, synthetic resin plastic bags for packaging, paper for packaging, cardboard packaging, and plastic bags and plastic bubble packs for packaging merchandise for shipping; facial tissues; handkerchiefs made of paper; paper mache figurines; paper party bags

International Classes 16 - Primary Classes **US Classes** 2, 5, 22, 23, 29, 37, 38, 50 **International Class Title**

Paper Goods and Printed Matter

For Education, namely, providing live and online seminars and conferences in the field of business and e-commerce; providing of training in the field of business and e-commerce; entertainment, namely, providing online video games and non-downloadable playback of digital music; organizing community sporting and cultural activities; publication of texts, books and journals; publication of newspapers, magazines and periodicals containing diagrams, images and photographs; education, namely, training courses and instructional classes in the field of telecommunications hardware and software, operation of computers, computer programming, web site design, e-commerce, business management and advertising; provision of education, instruction and training via online interactive and non-interactive courses, classes, workshops and seminars in the field of business and e-commerce; design of educational courses, namely, development of curriculum and examinations for others in the field of business and e-commerce; entertainment provided via electronic and digital interactive media, namely, providing online computer games; electronic games services provided by means of the Internet, namely, providing online computer games; provision of information about education, entertainment information, information in the field of sports and sporting events, and information in the field of recreation and leisure activities and cultural activities and exhibitions; providing online non-downloadable electronic publications, namely, books, journals, newsletters and articles in the field of business and e-commerce; arranging, organizing, hosting and conducting singing competitions; arranging, organizing, hosting and conducting musical concerts; arranging, organizing, hosting and conducting events and competitions for education or entertainment purposes, namely, providing conferences, competitions and symposia in the field of business and e-commerce; entertainment services, namely, production and distribution of a game show; entertainment ticket agency services; providing entertainment information and information about education from a computer database or the Internet; providing non-downloadable prerecorded digital music from the Internet; providing non-downloadable prerecorded digital music from MP3 Internet web sites; entertainment and education services, namely, conducting courses of instruction relating to planning, production and distribution of sound, images, digital music, movies, live or recorded audio, visual or audiovisual material for broadcasting on terrestrial cable, satellite channels, the Internet, wireless or wirelink systems and other means of communications; music entertainment services, namely, live music concerts; rental of sound recordings; entertainment in the nature of on-going television programs in the fields of business and e-commerce; producing entertainment, educational, documentary and news programs in the fields of business and e-commerce for broadcasting; news reporters' services; providing news in the field of sporting or cultural events, and current events reporting provided by satellite television transmission, the Internet or radio; production of television and radio programs and film production; production of television programs; provision of information, data, graphics, sound, music, videos, animation and text for entertainment purpose, namely, animation rendered by means of a global computer network; game services provided online from a computer network; provision of recreation, sporting and gymnasium facilities; live performances by a musical band; night club services, discotheque, and fashion shows for entertainment

EXHIBIT A

purposes; club services relating to entertainment, education and cultural services, namely, arranging and conducting educational conferences, conventions, seminars and training workshops in the field of business and e-commerce; organizing and conducting exhibitions for cultural or educational purposes; art exhibition services; art gallery services, namely, rental of artwork; training services in the field of occupational health and safety, and environmental conservation; provision of cigar appreciation classes, wine tasting classes; providing research in the field of education, and providing information about research in the field of education; arranging, organizing, planning and running of educational seminars in the field of business and e-commerce; animal training; direction in producing broadcasting programs, namely, production of television and radio programs and film production; instructional services, namely, training in operation of audiovisual machines and equipment, which is used for the production of broadcasting programs; providing audio and visual studios; providing sports facilities; providing facilities for movies, shows, plays, music or educational training; entertainment booking agencies, namely, booking of seats for shows and sports events; rental of motion pictures; rental and leasing of musical instruments; rental and leasing of television sets; lending libraries; archive library services; subtitling services, namely, preparing subtitles for movies; sign language interpretation services; rental of entertainment software, namely, rental of computer game software; providing online non-downloadable music and movies through the internet; providing online computer games and conducting contests; rental of pre-recorded video tapes; rental and leasing of game machines; rental of arcade game equipment; rental of motion pictures; photography; translation; language interpretation; educational and training programs in the field of risk management; provision of news in the nature of current event reporting; lottery services

International Classes	41 - Primary Classes	US Classes	100, 101, 107	International Class Title	Education and Entertainment
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For Advertising services; business management; business administration; providing office functions; administration of customer loyalty programs and incentive award programs that provide discounts, coupons, rebates, vouchers and special offers for the goods of others; advertising services provided via the Internet; production of television and radio advertisements; accountancy services; auctioneering; consultation relating to trade fairs; public opinion polling; data processing; provision of business information via global computer networks; advertising agency services; advertising services provided for others; database management; compilation of information into computer databases in the field of business and e-commerce; business consulting services in the field of e-commerce; business consulting services in the field of web based events, conferences, training programs, learning programs, and seminars; business consulting services in the field of delivering web-based knowledge; business consulting services in the field of online collaboration and collaboration technologies; business consulting services in the fields of sales and marketing; business management services, namely, business project management services; business management services in the nature of business project management services, namely, development, set up, staging, production, recording, monitoring and follow-up for web based events, conferences, training programs, learning programs, and seminars; market research and business consulting services in the field of business and e-commerce; business consultancy services relating to facilitating the transaction of business via local and global computer networks by locating and providing referrals for the delivery of a wide variety of business and consumer products and services; dissemination of business information of goods and services of others via local and global computer networks; business consultancy services in the field of global computer web sites where third parties can offer

EXHIBIT A

and source goods and services, place, determine the status of and fulfill trade leads and orders, enter into contracts and transact business; providing computerized online ordering services featuring a wide variety of general consumer, business, and industrial products and merchandise; advertising of goods and services of others via local and global computer networks; international import and export agency services; rental of advertising space on communication media; online trading services in which sellers post products to be auctioned and bidding is done via the Internet, and providing online business evaluation relating thereto; online retail store services featuring a wide variety of consumer goods of others; providing an online business directory of third party web sites to facilitate business transactions; business consultancy services in the field of operating an electronic marketplace for the buyers and sellers of goods and/or services on a global computer network; business assistance for others in the field of facilitating business transaction via local and global computer networks; corporate business management consultancy services; marketing and promotion services; publication of publicity materials; marketing services, namely, providing videos to promote vacant premises; dissemination of advertising materials, updating of advertising materials, compilation of advertisements for use as web pages on the Internet; rental of advertising space; computer data processing; providing information concerning commercial sales, providing business information, providing a database of information pertaining to the promotional products industry; telephone answering service; auctioneering provided on the Internet; personnel management; provision of sales, business, advertising and promotional information through a global computer network and via the Internet; presentation of goods of others for retail purposes via the Internet; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from a general merchandise Internet web site particularly specializing in the marketing of the sale of goods and services of others; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from a general merchandise catalogue by mail order or by means of telecommunications; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from retail outlets featuring consumer, commercial, and industrial goods; retail and wholesale store services featuring telephones, mobile phone handsets, mobile phone accessories, electronic and telecommunications goods, computer hardware and computer software, batteries, battery chargers, apparatus and instruments for recording, receiving, transmitting and/or reproducing data, information, pictures, images and/or sound, precious metals, jewelry, precious stones, printed matter, stationery and magnetic and non magnetically encoded cards, furniture, picture frames, household and kitchen utensils, glassware, porcelain and earthenware, textiles, clothing, footwear, headgear, laces and embroidery, buttons, ribbons, pins and needles, artificial flowers, carpets, rugs, games and electronic toys, chemicals used in industry, science, photography and agriculture, paints, varnishes and lacquers, personal hygiene products, soaps, perfumery, cosmetics, hair and body lotions, essential oils, cleaning and bleaching preparations, lubricants, fuels, candles, pharmaceutical, veterinary and sanitary preparations, ironmongery and small items of metal hardware, machines and machine tools, cutlery, razors and hand tools, computers, calculating machines, electrical, photographic, cinematographic and optical apparatus and instruments, spectacles and sun glasses, surgical and medical apparatus and instruments, apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes, vehicles, firearms, fireworks, silverware, horological and chronometric instruments, musical instruments, magazines, cards, paper and cardboard products, namely, computer paper, cardboard boxes and office stationery, pictures, typewriters and office requisites, packaging materials, rubber and plastics for manufacturing use, packing and insulating materials, leather and imitations of leather and goods made from

EXHIBIT A

these materials, handbags, purses, wallets, leather holders, bags, luggage, umbrellas, mirrors, ropes, string, nets, tents, yarns and threads for textile use, coat hangers, place mats; dressmaker's articles, bed and table covers, playthings and sporting articles, foodstuffs and beverages, meat, fish, poultry, preserved, dried and cooked fruits and vegetables, jams and fruits sauces, eggs, milk and milk products, edible oils and fats, coffee, tea, cocoa, sugar, rice, flour, bread and cakes, condiments, fresh fruit and vegetables, beer, mineral water, fruit juices and other non-alcoholic drinks, alcoholic beverages, floral products, tobacco, smokers' articles and matches; direct mail advertising services; buying and selling agency services, namely, purchasing a wide variety of consumer, business and industrial products and services for others; selection of goods and procurement of goods for individuals and businesses, namely, purchasing of a wide variety of consumer, business and industrial products and services for individuals and businesses; online ordering services featuring a wide variety of consumer goods of others; retail department store services; retail supermarket services; secretarial services; provision of business statistical information; organization of exhibitions for commercial or advertising purposes; business assistance services, namely, compilation and rental of marketing mailing lists; business investigation; business administration consultation services in the field of processing of sales made on the Internet; business networking referral services and personnel placement; import-export agency services; arranging newspaper subscriptions for others; document reproduction; transcription, namely, conference call, message and stenographic transcription; rental of office equipment; customer relationship management; business management services relating to electronic commerce; business management and administration services relating to promotional sponsorship programs; accounting services; charitable services, namely, organizing and conducting volunteer programs and community service projects; providing a website on a global computer network where third parties can offer goods and services for sale, place and fulfill orders, enter into contracts and transact business

International Classes	35 - Primary Classes	US Classes	100, 101, 102	International Class Title	Advertising and Business
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For Scientific, nautical, photographic, optical, signaling, measuring, checking as in supervision, life-saving apparatus and instruments, namely, telephones, punch clocks, time recording devices, namely, time clocks, scales and balances, graduated rulers, electronic pocket translators, neon signs, electronic notice boards, transparency projection apparatus, kilometer recorders in the nature of odometers for vehicles, telescopes, mechanisms for counter operated apparatus, namely, point-of-sale terminals, fire extinguishers, acoustic alarms, namely, smoke and fire alarms, eyeglasses, batteries, exposed files, namely, exposed camera film; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity, namely, electric wires, electric switches, electrolysis apparatus for electroplating purposes, and electrified fences, namely, electric fences; apparatus for recording, transmission or reproduction of sound or images; blank magnetic data carriers and recording discs; mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; computer programs in the field of business for use in financial management, financial planning, business management, customer relationship management (CRM), inventory management, sales force management, planning and management of personal and business finances, and marketing information management, all in the field of e-commerce; software for processing electronic payments to and from others; authentication software, namely, software for authenticating the identity of a payer; computer software that may be downloaded from a global computer network for posting information, creating electronic product catalogs, responding to requests and placing and fulfilling

EXHIBIT A

orders for products, services and business opportunities via local and global computer networks, for use in document management, for searching, browsing and receiving transmissions of text, electronic documents, graphics and audiovisual information on local and remote area networks and global computer networks, on intranets, or on directories of information available on computer networks, for use in software development and web authoring, for use in exchanging information via global computer networks and online from a computer database and the internet, for business use for financial management, financial planning, business management, customer relationship management (CRM), inventory management, sales force management, planning and management of personal and business finances, and marketing information management, for data mining, for high-speed massive e-commerce data processing, and for data customization, all of the foregoing for use by third parties in connection with an interactive website in the field of e-commerce; downloadable electronic publications in the nature of magazines, articles, brochures, leaflets and datasheets containing information or instructions in the field of business and e-commerce; downloadable computer software to facilitate the electronic transmission of information, data, documents, voice, and images over the Internet; downloadable computer software which allows users to participate in web-based meetings and classes, with access to data, documents, images and software applications through a web browser; downloadable computer software for accessing, viewing, and controlling remote computers and computer networks; Downloadable electronic publications in the nature of articles, papers, and instructional materials in the fields of telecommunications, the Internet, business and e-commerce training, business, sales, and marketing; computer software for use in the search and retrieval of computerized information from global information networks and network systems about hobbies, collectibles, auctions and products; computer peripherals; notebook computers; laptop computers; portable computers; handheld computers; personal digital assistants; personal portable media players; mobile telephones; smart phones; digital cameras; computer workstations comprising computers and computer monitors; servers, namely, computer servers; computer and telecommunications networking computer hardware; computer network adaptors, switches, routers and hubs; wireless and wired modems and communication cards and devices, namely, cable modems, computer fax modem cards, external modems, internal modems, modem cables, modems; laptop holders in the nature of protective sleeves and carrying cases, computer bags; fire-extinguishing apparatus; computer hardware and firmware for use in the field of business for financial management and financial planning; computer software and downloadable computer software for use in the field of business for financial management and financial planning; compact discs featuring music; computer programs and computer software for business for financial management, financial planning, business management, customer relationship management (CRM), inventory management, sales force management, planning and management of personal and business finances, and marketing information management, all in the field of e-commerce; digital music downloadable from the Internet; telecommunications apparatus, namely, VOIP phones, network telephones, electronic facsimile machines, portable digital electronic device for sending and receiving electronic mails, and instant messaging communication tool in the nature of portable telecommunication instant messaging devices; mouse pads; mobile phone handsets; mobile phone accessories, namely, battery chargers, cases, covers, ear phones, headsets, and hands-free calling devices; downloadable computer game software, pictures, motion pictures, movies and music via the internet and wireless devices; alarm monitoring systems; security cameras; mobile radio and television broadcasting units, namely, transmitting and receiving apparatus for radio and television broadcasting and for longdistance transmission; television broadcasting equipment, namely, video cameras, film cameras, video monitors, video displays, audio monitors, audio recorders, video recorders, electronic switchers for

EXHIBIT A

audio and video signals, cables for the transmission of sounds and images, lights for use with video cameras and film cameras, camera lenses, camera tripods, camera cases, blank videotape, audio mixing boards, and video editing consoles; cameras; video cameras; headphones; ear pieces, namely, ear buds; speakers, namely, loud speakers; Global Positioning System (GPS) apparatus and equipment, namely, GPS systems; downloadable computer, electronic and video games programs and software via the Internet; liquid crystal displays for telecommunications and electronic equipment; set top box; remote control for radios, televisions, stereos, computers, video recorders, video game systems audio systems, and playback machines; data storage programs, namely, software used for the storage of electronic data and documents, data on hard discs, compact discs, tapes and optical discs; spectacles and sunglasses; magnetically encoded bank credit, debit, cash and identification cards; automatic teller machines, cash dispensers

International Classes 9 - Primary Classes **US Classes** 21, 23, 26, 36, 38 **International Class Title** Electrical and Scientific Apparatus

For Personal and social services rendered by others to meet the needs of individuals, namely, internet-based social networking services and online social networking services; dating services; legal services; domain name registration services; security guard services, and security services, namely, security guard services; personal safety services, namely, bodyguard services; rental of apparel; authentication services for computer security, namely, computer security services in the nature of providing authentication, issuance, validation, and revocation of digital certificates; identification verification services, namely, providing online authentication of electronic signatures; emergency response alarm monitoring services, namely, monitoring of intruder, burglar and fire alert devices by a remote monitoring center for the dispatch of emergency public health and security services and notification to third parties; intruder and burglar alarms monitoring services; monitoring of fire and flood detecting devices and alarms for safety purposes; licensing of digital data, still images, moving images, audio and text; domain name registrar and domain name registration services; baggage inspection for security purposes; personal background investigation services; security services, namely, security guarding for facilities and security guard services; funeral arrangement services; consultancy, information and advisory services relating to the aforesaid services

International Classes 45 - Primary Classes **US Classes** 100, 101 **International Class Title** Personal and legal services

For Telecommunications services, namely, providing telephone communication, Internet telephony services, network telephone, electronic facsimile, electronic mails, and instant messaging communication services; providing web-based multimedia teleconferencing and videoconferencing that allow simultaneous and asynchronous viewing, sharing, editing, and discussion of documents, data, and images by participants via a web browser; providing customers with multiple user access to a global computer network to access online reports regarding the performance, effectiveness, and status of web-based applications, teleconferences, videoconferences, and meetings; providing users with secure remote access via the Internet to private computer networks; providing online collaboration services, namely, providing multiple user access to global computer network which allows users to access applications, platforms, jointly-shared documents, data, task lists, and discussion forums; Internet broadcasting services; Internet service provider services; providing telecommunication access to the Internet, and providing on-line communications links which transfer the web site user to other local and global web pages; providing telecommunications connections to the Internet or data bases; provision of telecommunication

EXHIBIT A

access to the world-wide web; communication by computer terminals; communication by fibre optic networks; electronic transmission of messages and images by computer; facsimile transmission; message sending; paging services; rental of modems; transmission of data by electronic means; rental of telecommunication equipment; electronic message sending, receiving and forwarding services; transmission and delivery of data by electronic means; electronic transmission and delivery of mail messages, still picture and moving picture information, namely, characters, messages, music and images, telegrams, information, and data by electronic, telephone, telegraph, cable, computer and satellite means; transmission, broadcast and reception of audio, video, still and moving images and data via telecommunication means whether in compressed or uncompressed form and whether in real or delayed time; electronic messaging services, telephone, video and web conferencing services, and electronic order-transmission services; video conferencing services; providing an electronic bulletin board that enables users to perform a real-time interactive talk between a computer terminal and an electronic bulletin board containing still picture and moving picture information and voice information such as characters in the field of general interest; providing electronic bulletin boards and message boards for transmission of messages among users concerning business and e-commerce; provision of online discussion forums for transmission of messages among computer users concerning business and e-commerce; television broadcasting services; broadcasting and transmission of radio and television programs; music broadcasting; transmission of music, films, interactive programs, videos, electronic computer games via a global computer network or the internet; electronic transmission of information in the field of online shopping and general retail services; video-on-demand transmission services; news agency services for electronic transmission; providing access to computer database on the global computer network for searching and retrieving information, data, web sites and resources available on computer networks; providing multiple user access to a computer database containing electronic publications, bulletin boards, database and information accessible via computer; providing chat room services for transmission of messages among computer users concerning business and e-commerce; providing multiple user access to global computer information networks for the transfer and dissemination of a wide range of information; communication services, namely, text and numeric wireless digital messaging services; transmission of information by data communications for assisting decision making; transmission of information through video communication systems; web conferencing services; electronic communication services for establishing virtual chatrooms via text messaging; providing electronic bulletin boards for the posting and transmission of messages among and between computer users concerning consumer products, services and business leads and opportunities; providing an online interactive bulletin board for the posting, promotion, sale and resale of items via a global computer network; providing electronic mail and electronic mail forwarding services; audio and video communication via computers and computer networks, and via a global communications network; providing computer access to online interactive bulletin boards and databases; providing access to electronic bulletin boards for the posting and transmission of messages among and between computer users concerning products, services and business opportunities; teleconferencing services, namely, distant video and telephone conferencing; providing distant video and telephone conferencing facilities and equipment; consultancy, information and advisory services relating to the aforesaid services

International Classes 38 - Primary Classes **US Classes** 100, 101, 104 **International Class Title**

Communication

EXHIBIT A

For Scientific and technological services, namely, research and design in the fields of telecommunications software and hardware design, Internet technology, the design of websites for advertising, software design, and e-commerce software and hardware design, and industrial research and analysis services in the field of e-commerce; industrial research services in the field of business and ecommerce; design and development of computer hardware and software; computer services, namely, design and development of wireless communication systems for transmitting information, data, documents, and images over the Internet; application service provider (ASP) services, namely, hosting computer software applications of others; application service provider (ASP) services featuring software for web-based conferencing, audio conferencing, electronic messaging, document collaboration, video conferencing, and voice and call processing; providing online non-downloadable software for facilitating the interoperability of multiple software applications; technical support services, namely, troubleshooting of problems for computer software and applications provided online, by email and by telephone; computer services, namely, creating an online community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking; computer technology advice provided to Internet users by means of a support hotline; computer services, namely, creating indexes of information, sites and resources on computer networks; providing search engines for the Internet; design of computers, notebook computers, laptop computers, portable computers and handheld computers; design of personal digital assistants and personal media players for others; design of mobile telephones and smart phone for others; design of digital cameras for others; computer services, namely, computer system administration for others; computer programming; computer systems integration services; computer systems analysis services; computer programming in relation to the defense against virus, namely, computer virus protection services; computer system software services, namely, design and development of online computer software systems; providing direct connection services between computer users for exchanging data, namely, providing temporary use of online non-downloadable software for the exchange of data; computer software design; computer system design; design and development of webpages; hosting webpages for others; hosting computer application software for others for use in searching and retrieving information from databases and computer networks; providing technical information in the field of computer hardware and software design and implementation, and telecommunication software, equipment, and hardware design and implementation, at the specific request of end users by means of telephone or global computer network; computer software consultancy; computer services, namely, customized searching of computer databases and websites, creating, maintaining and hosting websites for others, creating an online community for registered users to develop and collaborate on address books and calendars, software design and development for others, hosting online interactive public calendars, address books and notes that allow multiple participants to share event schedules, facility reservations, and transportation requests via local and global computer network; customized searching of computer databases and websites, namely, providing customized online web pages featuring user-defined information which includes online links to third party web sites, and providing search engines for obtaining data from computer files on a global computer network; providing customized online web pages featuring user-defined information which includes online links to third party web sites; computer code conversion for others; conversion of physical data and documents into electronic media format; testing and evaluation services of the goods and services of others to assure compliance with industry standards; architectural design services; interior design services of buildings, offices and apartments; computer security services, namely, the provision of user certification authority services for others to ensure the security of

EXHIBIT A

transmitted information, namely, providing a website that features technology that enables the secure exchange of information by users; computer and network information services, namely, providing information in the field of computer-based information systems for businesses engaging in e-commerce; computer security risk management programs, namely, updating of computer software relating to computer security and prevention of computer risks; computer security information, knowledge, and testing services, namely, computer security consultancy in the field of scanning and penetration testing of computers and networks to assess information security vulnerability; providing quality assurance services in the field of computer software; computer security service, namely, restricting access to and by computer networks to and of undesired web sites, media and individuals and facilities; security of data transmission and of transactions via computer networks, namely, computer security service, namely, restricting access to and by computer networks to and of undesired web sites, media and individuals and facilities; platform as a service (PAAS) featuring computer software platforms for the online submission of consumer complaints; consultancy in the field of data security; consultancy concerning securing telecommunications technology

International Classes 42 - Primary Classes **US Classes** 100, 101 **International Class Title** Scientific and computer services

BASIS INFORMATION

Currently 44E Yes

OWNER INFORMATION

Owner Name Alibaba Group Holding Limited **Address** Alibaba Group Holding Limited Fourth Floor, One Capital Place P.O. Box 847, George Town Grand Cayman CAYMAN ISLANDS **Legal Entity** CORPORATION **State or Country Where Organized** CAYMAN ISLANDS

ATTORNEY/CORRESPONDENCE INFORMATION

Docket Number 22002-00070

EXAMINING ATTORNEY

Examining Attorney GAYNOR, BARBARA ANNE

United States of America

United States Patent and Trademark Office



Reg. No. 4,071,820

Registered Dec. 13, 2011

Int. Cl.: 36

SERVICE MARK

PRINCIPAL REGISTER

ONEMAIN FINANCIAL HOLDINGS, INC. (DELAWARE CORPORATION)
1209 ORANGE STREET
WILMINGTON, DE 19801

FOR: FINANCIAL SERVICES, NAMELY, CONSUMER LENDING, CREDIT AND FINANCING SERVICES; CREDIT INSURANCE UNDERWRITING SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 7-1-2011; IN COMMERCE 7-1-2011.

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

THE MARK CONSISTS OF THE WORD "ONEMAIN" WITH A DESIGN OF 5 HOUSES POINTING TO THE CENTER OF A CIRCLE, WITH THE WORD "FINANCIAL" UNDERNEATH.

SN 85-190,415, FILED 12-3-2010.

TRACY CROSS, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

ONEMAIN FINANCIAL

Reg. No. 4,155,324

Registered June 5, 2012

Int. Cl.: 36

SERVICE MARK

PRINCIPAL REGISTER

ONEMAIN FINANCIAL HOLDINGS, INC. (DELAWARE CORPORATION)
1209 ORANGE STREET
WILMINGTON, DE 19801

FOR: FINANCIAL SERVICES, NAMELY, CONSUMER LENDING, CREDIT AND FINANCING SERVICES; CREDIT INSURANCE UNDERWRITING SERVICES; MORTGAGE LENDING SERVICES; LOAN SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 7-1-2011; IN COMMERCE 7-1-2011.

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

PRIORITY CLAIMED UNDER SEC. 44(D) ON ICELAND APPLICATION NO. 26722010, FILED 10-11-2010.

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

SN 85-269,706, FILED 3-17-2011.

JOHN GARTNER, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America
United States Patent and Trademark Office

ONEMAIN

Reg. No. 4,155,323

Registered June 5, 2012

Int. Cl.: 36

SERVICE MARK

PRINCIPAL REGISTER

ONEMAIN FINANCIAL HOLDINGS, INC. (DELAWARE CORPORATION)
1209 ORANGE STREET
WILMINGTON, DE 19801

FOR: FINANCIAL SERVICES, NAMELY, CONSUMER LENDING, CREDIT AND FINANCING SERVICES; CREDIT INSURANCE UNDERWRITING SERVICES; MORTGAGE LENDING SERVICES; LOAN SERVICES; INSURANCE SERVICES, NAMELY, UNDERWRITING, BROKERAGE, ADMINISTRATION AND AGENCY SERVICES IN CONNECTION WITH LIFE, ACCIDENT, DISABILITY, PROPERTY AND CASUALTY, HOMEOWNERS, AUTO, CREDIT, DEBT PROTECTION AND FIRE; INSURANCE ACTUARIAL SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 7-1-2011; IN COMMERCE 7-1-2011.

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

PRIORITY CLAIMED UNDER SEC. 44(D) ON ICELAND APPLICATION NO. 25702010, FILED 9-28-2010.

SN 85-269,690, FILED 3-17-2011.

JOHN GARTNER, EXAMINING ATTORNEY



David J. Kyros

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

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See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*
What and When to File:

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Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

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NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.