

ESTTA Tracking number: **ESTTA813238**

Filing date: **04/12/2017**

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	Esurance Insurance Services, Inc.
Granted to Date of previous extension	04/12/2017
Address	650 Davis St. San Francisco, CA 94111 UNITED STATES

Attorney information	Jami A. Gekas Foley & Lardner LLP 321 North Clark Street Suite 2800 Chicago, IL 60654-5313 UNITED STATES jgekas@foley.com, aschumacher@foley.com, jrodriguez@foley.com, kcalifa@foley.com, nquintero@foley.com, ipdocketing@foley.com Phone:312.832.5191
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Applicant Information

Application No	87089957	Publication date	12/13/2016
Opposition Filing Date	04/12/2017	Opposition Period Ends	04/12/2017
Applicant	Besurance Corporation 27 Cody Range Way Calgary, T3R1A9 CANADA		

Goods/Services Affected by Opposition

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

All goods and services in the class are opposed, namely: Providing SAAS (software as a service) featuring software for use in risk management, financial planning, and administering risk pools among users

Applicant Information

Application No	87089945	Publication date	12/13/2016
Opposition Filing Date	04/12/2017	Opposition Period Ends	
Applicant	Besurance Corporation 27 Cody Range Way Calgary, T3R1A9 CANADA		


Goods/Services Affected by Opposition


Class 036. First Use: 0 First Use In Commerce: 0
 All goods and services in the class are opposed, namely: Insurance consultancy; Insurance administration; Insurance agencies; Insurance brokerage services; Administration of pre-paid health plans

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2673515	Application Date	02/18/1999
Registration Date	01/14/2003	Foreign Priority Date	NONE
Word Mark	ESURANCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 1998/04/22 First Use In Commerce: 1998/04/22 [Insurance] * Insurance * brokerage in the field of business insurance via a global computer network		

U.S. Registration No.	2708357	Application Date	07/07/2000
Registration Date	04/22/2003	Foreign Priority Date	NONE
Word Mark	ESURANCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 1998/04/22 First Use In Commerce: 1998/04/22 Quoting, underwriting, and writing of insurance, namely, property and casualty, providing services, namely, claims administration, claims adjustment, brokerage, insurance policy management, financial planning, consultation and research in the fields of insurance and financial planning		

U.S. Registration No.	2854154	Application Date	07/05/2000
Registration Date	06/15/2004	Foreign Priority Date	NONE
Word Mark	ESURANCE		
Design Mark	ESURANCE		
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1999/12/27 First Use In Commerce: 1999/12/27 Inspection and examination referral services in the field of insurance, and customer needs assessment Class 042. First use: First Use: 1999/12/27 First Use In Commerce: 1999/12/27 Product evaluation in the field of insurance		

Attachments	75641223#TMSN.png(bytes) 76084974#TMSN.png(bytes) 76083368#TMSN.png(bytes) Consolidated Notice of Opposition. BESURANCE CORPORATION.pdf(173711 bytes)
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Signature	/Jami A. Gekas/
Name	Jami A. Gekas
Date	04/12/2017

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

In the Matter of:

Application Nos. 87/089,957 and 87/089,945 for the mark BESURANCE CORPORATION published on December 13, 2016

ESURANCE INSURANCE SERVICES, INC.,	:	
	:	
Opposer,	:	
	:	
v.	:	Opp. No. _____
	:	
BESURANCE CORPORATION,	:	
	:	
Applicant.	:	
	:	

CONSOLIDATED NOTICE OF OPPOSITION

Esurance Insurance Services, Inc. (“**Opposer**”), a Delaware Corporation with a principal place of business in San Francisco, California, believes that it will be damaged by the registration of the mark BESURANCE CORPORATION as shown in Application Serial Number 87/089,945 filed on June 30, 2016, for use in connection with “insurance consultancy; insurance administration; insurance agencies; insurance brokerage services; administration of pre-paid health plans” in International Class 36 and Application Serial Number 87/089,957 filed on June 30, 2016, for use in connection with “Providing SAAS (software as a service) featuring software for use in risk management; financial planning; and administration of risk pools among users” in International Class 42 (collectively, the “**Applications**”). Both applications were filed by Besurance Corporation, a corporation of Delaware, with a business address of 27 Cody Range Way, Calgary, Canada T3R1A9 (“**Applicant**”) on an intent-to-use basis and were published for opposition on December

13, 2016. Opposer timely filed and has been granted extensions of time to oppose the Applications through April 12, 2017.

As grounds for the Opposition, Opposer states:

1. For nearly two decades, Opposer has offered insurance and insurance-related services to consumers under the coined, inherently distinctive name and mark ESURANCE. Opposer's services have been and continue to be marketed on television, radio, and the internet and sold throughout the United States. The ESURANCE mark has been in use by Opposer or its predecessors-in-interest continually since the late 1990's in connection with insurance products and services. Currently, the ESURANCE mark is used in connection with insurance services and insurance-related services including quoting, underwriting, and writing of insurance, customer service, claims handling, appraising, financial consulting, financial planning, and referrals to other insurers and business partners in property, casualty, health, and life insurance.

2. In addition to more traditional ways of purchasing insurance and interacting with insurance providers, Opposer offers its customers state-of-the-art technology and intuitive online tools to offer a seamless online and mobile experience.

3. Since Opposer went live with its Esurance.com web site in December 1999, it has invested hundreds of millions of dollars in advertising and marketing, building a solid reputation and goodwill that have helped it become one of the largest providers of online insurance quotes in the industry.

4. Opposer is the owner of federal trademark Registration Nos. 2,673,515, 2,708,357, and 2,854,154, all for versions of the mark ESURANCE for use with various insurance and insurance-related services in International Classes 35, 36, and 42.

5. On December 31, 2008, Opposer filed a Combined Declaration of Use in Commerce and Incontestability under Sections 8 and 15 for the '515 Registration. On February 3, 2009, the Declaration under Section 8 was accepted and the Declaration of Incontestability under Section 15 for the '515 Registration was acknowledged. The '515 Registration for ESURANCE is incontestable.

6. On April 21, 2009, Opposer filed a Combined Declaration of Use in Commerce and Incontestability under Sections 8 and 15 for the '357 Registration. On April 30, 2009, the Declaration under Section 8 was accepted and the Declaration of Incontestability under Section 15 for the '357 Registration was acknowledged. The '357 Registration for ESURANCE is incontestable.

7. On May 13, 2010, Opposer filed a Combined Declaration of Use in Commerce and Incontestability under Sections 8 and 15 for the '154 Registration. On May 28, 2010, the Declaration under Section 8 was accepted and the Declaration of Incontestability under Section 15 for the '154 Registration was acknowledged. The '154 Registration for ESURANCE is incontestable.

8. These registrations for ESURANCE are valid, subsisting, unrevoked, and uncanceled. Attached as **Exhibit A** to this Consolidated Notice of Opposition are printouts from the U.S. Patent and Trademark Office database showing the current status and title of each of the registrations relied on in this opposition. These registrations constitute *conclusive* evidence of Opposer's exclusive right to use the marks in connection with the services specified in the registrations.

9. ESURANCE is a registered trademark belonging to Opposer in Australia, Canada, China, Japan, New Zealand, South Korea, Taiwan, and Thailand.

10. Opposer's distinctive ESURANCE mark has become well-known and famous through years of use and advertising. Opposer has a well-known business reputation throughout the United States and has dedicated time and effort throughout the years to advertise, market, and promote Opposer's services under the ESURANCE name and mark to Opposer's target market (currently, all U.S. consumers, over 18 years of age, with access to the internet or other electronic media, who meet Opposer's underwriting criteria). Specifically, Opposer has marketed its insurance and insurance-related services through regular national and regional advertising on television and radio, its website, the websites of its business partners, and various social media sites, including Facebook.com and Twitter.com.

11. Opposer is a frequent sponsor of high-profile public events including, among others, the United States Open tennis tournament and other regional tennis competitions, the South by Southwest (SXSW) film and music festival in Austin, Texas, film festivals in San Francisco, California the Sasquatch Music Festival in Seattle, Washington, and the Outside Lands Music Festival in San Francisco.

12. Opposer also partners with or sponsors high-profile sports franchises including, among others, Major League Baseball, Minor League Baseball, the San Francisco 49ers football franchise, the Golden State Warriors basketball franchise, and the Pac 12 athletic conference.

13. Opposer has further publicized its distinctive ESURANCE mark through relationships with charities and non-profit groups throughout the United States. Those groups include various LGBTQ organizations, environmental groups, such as Tampa Bay Reforestation, philanthropic organizations, such as Chris Evert Charities, and community

organizations where Opposer's offices are located and its employees live. For example, over the last several years, Opposer provided grants under the ESURANCE name to Children's Healthcare of Atlanta, the New York City Chapter of the Leukemia & Lymphoma Society, Tomorrows Children's Fund of New Jersey, Richardson Corporate Challenge for Special Olympics Texas, Ronald McDonald House Charities of Denver, Sulphur Springs Cowboys in Florida, San Francisco Food Bank, Dane County (Wisconsin) Humane Society, Paz de Cristo and Children's Cancer Network in Phoenix, the Sacramento Society for the Prevention of Cruelty to Animals, and Second Chance Rescue Center in Sioux Falls. Opposer also donated substantial sums to LGBTQ organizations, such as GLAAD, PFLAG, and The Trevor Project and matched funds for amounts donated by its employees to numerous other charities and schools.

14. Opposer's ESURANCE brand and mark have been recognized through multiple high-profile awards and accolades. For example, Opposer is accredited by the Better Business Bureau, and received that organization's Silver Award of Distinction in 2010 for quality customer service. Opposer has also received an A+ rating from A.M. Best. In 2011, Opposer was recognized by the "InformationWeek 500" rankings for its cutting-edge mobile applications, which simplify the insurance purchasing process from quote to claim, and Opposer also won a 2011 Earnie Award from PR Newswire (recognizing excellence in the field of earned media executed through social media channels) for "Best Connection to Twitter, LinkedIn, or Facebook Audience." More recently, since 2014, Opposer has won at least twelve different awards, including PR Daily's Social Media Award for Best Use of Tags/Hashtags on Social Media, the PR Daily's Media Relations Award for The Best Use of Social Media in relation to its

#EsuranceSave30 2014 Super Bowl campaign, the Gold Content Marketing Award for Best Use of YouTube for Content Marketing, and PR Daily's Marketing Video Award for its #EqualDreams campaign. Opposer has also won multiple other awards under the ESURANCE name and mark for both advertising and workplace diversity, including the NJBIZ Award for Best Places to Work in New Jersey in 2015.

15. Opposer's reputation and that of the ESURANCE mark among consumers have also been strengthened by extensive coverage of the ESURANCE brand in major national media outlets. A search for the term "esurance" through Google's Internet search engine yields, in at least the first five pages, results exclusively referring to Opposer and its ESURANCE brand. Opposer's ESURANCE brand has also been covered by multiple major national media outlets, including, *e.g.*, *The New York Times*, *The Chicago Tribune*, CBS, Bloomberg, and *USA Today*.

16. Opposer is very diligent about policing the marketplace and enforcing its rights in its distinctive ESURANCE mark throughout the world. For example, Opposer successfully opposed the attempted registration of ESURANCE by a third party in Colombia. Opposer also has won disputes under the Uniform Dispute Resolution Policy ("UDRP") regarding domain names such as <esurance.mobi>, <esurace.com>, and <enurance.com>. Opposer routinely sends cease and desist letters to owners of infringing domain names, demanding (and receiving) transfer of multiple domain names to Opposer, including without limitation <esurancestore.com>, <esurancequotes.com>, <newyorkesurance.com>, and <esurancecloud.com>. Additionally, Opposer compels sites with infringing domain names to be taken down, including sites hosted from the

domain names <esurance-elert.com>, <cheapesurance.com> and <cheapesurance.info>, and <midwestesurance.com>.

17. As a result of these advertising, marketing, and enforcement efforts, Opposer's ESURANCE mark has been and continues to be a distinctive indicator of Opposer's services, and is therefore a valuable symbol of Opposer's goodwill. Indeed, Opposer has consumer data indicating that awareness of Opposer among the relevant public is extremely high: when consumers were asked whether they had ever heard of the ESURANCE brand, 94% of them said "yes." Similarly, "Esurance" was identified by nearly one in three consumers (30%) asked to name "auto insurance companies you can think of."

18. As a result of these advertising, marketing, and enforcement efforts, Opposer's ESURANCE mark has become famous for Opposer's services.

19. There are currently no third party registered U.S. trademarks or service marks incorporating the distinctive ESURANCE name and mark.

20. Notwithstanding Opposer's prior established rights in the ESURANCE mark, on June 30, 2016, Applicant filed the above-referenced applications for registration of BESURANCE CORPORATION, with the generic term "corporation" disclaimed, for use in connection with "insurance consultancy; insurance administration; insurance agencies; insurance brokerage services; administration of pre-paid health plans" in International Class 36 and "Providing SAAS (software as a service) featuring software for use in risk management; financial planning; and administration of risk pools among users" in International Class 42 (collectively "**Applicant's Services**"). These applications published for opposition on December 13, 2016.

21. On information and belief, at the time of filing the U.S. Applications, Applicant was fully aware of Opposer and its prior U.S. rights in the ESURANCE mark.

22. Upon information and belief, Applicant is not currently using its alleged mark BESURANCE CORPORATION in U.S. commerce. Thus, Opposer's rights in ESURANCE are prior in time to any rights in BESURANCE CORPORATION upon which Applicant can rely.

23. The dominant portion of the marks ESURANCE and BESURANCE CORPORATION are nearly identical similar. The mere insertion of the letter "b" to Opposer's ESURANCE mark and the addition of the generic, and disclaimed, term "corporation" do not amount to material distinguishing features.

24. Upon information and belief, Applicant intends to use its alleged BESURANCE CORPORATION mark to offer traditional insurance products, including life insurance, disability insurance, critical illness insurance, mortgage life insurance, and traditional term life insurance. These services are related to or overlapping with the insurance services offered by Opposer and covered by Opposer's registrations.

25. Although the Applicant has not yet used its mark in U.S. commerce, the services listed in the Applications are worded broadly enough to fall within the universe of insurance services offered in connection with Opposer's ESURANCE mark and covered in Opposer's pleaded registrations. For example, Applicant's '945 application covers "insurance consultancy"; Opposer's '357 registration covers "consultation and research in the field of insurance." Applicant's '945 application covers "insurance administration"; Opposer's '357 registration covers "quoting, underwriting, and writing of insurance, namely, property and casualty providing services, namely, claims

administration, claims adjustment, brokerage, insurance policy management.” Both parties’ filings explicitly cover services related to insurance brokerage and financial planning.

26. In addition, Opposer markets itself and is known for its technological innovation and consumer friendly electronic platforms, make it more likely that confusion will result from Applicant’s proposed SAAS services in the ‘957 application. Moreover, Applicant’s intended SAAS services may be used to facilitate the provision of risk management, financial planning, and risk pooling services, which are closely related to Opposer’s insurance and financial planning services.

27. Under these circumstances, Registration and use by Applicant of the BESURANCE CORPORATION mark for Applicant’s Services seems likely to cause confusion, mistake or deception with respect to Opposer, or the services marketed in connection with Opposer’s ESURANCE mark, or to cause the belief that Applicant or its BESURANCE CORPORATION services are in some way legitimately connected with, or licensed or approved by, Opposer.

28. Use or registration by Applicant of the mark BESURANCE CORPORATION will likely deprive Opposer of the ability to protect the reputation and goodwill in Opposer’s ESURANCE mark.

29. Applicant’s use or registration of its alleged BESURANCE CORPORATION mark will likely cause dilution of the distinctive quality of Opposer’s ESURANCE mark.

30. Use or registration of the alleged mark BESURANCE CORPORATION will likely lessen the capacity of Opposer's ESURANCE mark to identify and distinguish Opposer's goods.

31. The likelihood of confusion and dilution are enhanced by the fact that Applicant's intended services, as identified in the Application, are extremely similar to the insurance services already offered by Opposer in the U.S., and Applicant's Services would likely be offered and sold through the same trade channels to the same classes of purchasers as those of Opposer.

32. By reason of the foregoing, Opposer will be damaged by the registration of Applicant's alleged mark. Opposer therefore requests that the Trademark Trial and Appeal Board refuse registration of the Applications.

WHEREFORE, Opposer prays that judgment be entered in its favor.

Respectfully submitted,




Date: April 12, 2017

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Chicago, Illinois 60654
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ipdocketing@foley.com
Attorneys for Opposer

CERTIFICATE OF SERVICE

I, Jami A. Gekas, hereby certify that on this 12th day of April, 2017, the foregoing document, along with its corresponding exhibits and filing fees, were filed electronically with the Trademark Trial and Appeal Board via ESTTA, and the Board shall prepare a Notice of Institution, which constitutes service, under 37 C.F.R. § 2.105(a) and TBMP § 309.02(c)(1).

Date: April 12, 2017



Jami A. Gekas
FOLEY & LARDNER LLP

Exhibit A

Generated on: This page was generated by TSDR on 2017-04-10 11:23:07 EDT

Mark: ESURANCE

eSURANCE

US Serial Number: 75641223

Application Filing Date: Feb. 18, 1999

US Registration Number: 2673515

Registration Date: Jan. 14, 2003

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jul. 05, 2013

Publication Date: Oct. 22, 2002

Mark Information

Mark Literal Elements: ESURANCE

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *.* identify additional (new) wording in the goods/services.

For: [Insurance] * Insurance * brokerage in the field of business insurance via a global computer network

International Class(es): 036 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 22, 1998

Use in Commerce: Apr. 22, 1998

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: ESURANCE INSURANCE SERVICES, INC.

Owner Address: 650 DAVIS STREET
SAN FRANCISCO, CALIFORNIA UNITED STATES 94111

Legal Entity Type: CORPORATION

State or Country DELAWARE
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Charles Lee

Docket Number: 107244-0141

Attorney Primary Email Address: klocher@esurance.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Charles Lee
Esurance Insurance Services, Inc.
650 Davis Street
San Francisco, CALIFORNIA UNITED STATES 94111

Phone: 415 875-4798

Correspondent e-mail: klocher@esurance.com jkurzman@esurance.com
paralegals@esurance.com jgekas@foley.com ipdocketing@foley.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 18, 2016	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 18, 2016	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 11, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 17, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 05, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jul. 05, 2013	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68335
Jul. 05, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68335
Jul. 01, 2013	TEAS SECTION 8 & 9 RECEIVED	
Jun. 13, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 19, 2012	ATTORNEY REVOKED AND/OR APPOINTED	
Sep. 19, 2012	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Feb. 18, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 30, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 03, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68335
Jan. 05, 2009	ASSIGNED TO PARALEGAL	68335
Dec. 31, 2008	TEAS SECTION 8 & 15 RECEIVED	
Mar. 13, 2008	CASE FILE IN TICRS	
Feb. 02, 2007	ATTORNEY REVOKED AND/OR APPOINTED	
Feb. 02, 2007	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Mar. 31, 2006	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 03, 2004	CERTIFICATE OF CORRECTION ISSUED	
Oct. 24, 2003	CERTIFICATE OF CORRECTION ISSUED	
Mar. 14, 2003	PAPER RECEIVED	
Jan. 14, 2003	REGISTERED-PRINCIPAL REGISTER	
Nov. 01, 2002	PAPER RECEIVED	
Oct. 22, 2002	PUBLISHED FOR OPPOSITION	
Oct. 02, 2002	NOTICE OF PUBLICATION	
Aug. 07, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 13, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jun. 03, 2002	LETTER OF SUSPENSION MAILED	
Apr. 15, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Nov. 30, 2001	NON-FINAL ACTION MAILED	
Sep. 13, 2001	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Sep. 13, 2001	CORRESPONDENCE RECEIVED IN LAW OFFICE	

Jul. 19, 2001 FINAL REFUSAL MAILED
 Apr. 23, 2001 CORRESPONDENCE RECEIVED IN LAW OFFICE
 Nov. 09, 2000 NON-FINAL ACTION MAILED
 Jul. 17, 2000 CORRESPONDENCE RECEIVED IN LAW OFFICE
 May 01, 2000 CORRESPONDENCE RECEIVED IN LAW OFFICE
 Apr. 28, 2000 INQUIRY AS TO SUSPENSION MAILED
 Aug. 10, 1999 NON-FINAL ACTION MAILED
 Jun. 21, 1999 NON-FINAL ACTION MAILED

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jan. 14, 2013

Change in Registration: Yes

Correction made to Registration: In the statement, column 1, line 8, "Lnurance" should be deleted, and, "Insurance" should be inserted.

TM Staff and Location Information

TM Staff Information - None File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jul. 05, 2013

Assignment Abstract Of Title Information

Summary

Total Assignments: 3

Registrant: ESURANCE, INC.

Assignment 1 of 3

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [2068/0153](#)

Pages: 2

Date Recorded: May 01, 2000

Supporting Documents: [assignment-tm-2068-0153.pdf](#)

Assignor

Name: [EMC2 LLC](#)

Execution Date: Nov. 10, 1999

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: CALIFORNIA

Assignee

Name: [SILICONSIERRA HOLDINGS, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: 2800 THIRD STREET, SECOND FLOOR
SAN FRANCISCO, CALIFORNIA 94107

Correspondent

Correspondent Name: FROST & JACOBS LLP

Correspondent Address: KENNETH B. GERMAIN, ESQ.
2500 PNC CENTER
201 EAST FIFTH STREET
CINCINNATI, OH 45202

Domestic Representative - Not Found

Assignment 2 of 3

Conveyance: CHANGE OF NAME

Reel/Frame: [2068/0198](#)

Pages: 3

Date Recorded: May 01, 2000

Supporting Documents: [assignment-tm-2068-0198.pdf](#)

Assignor

Name: [SILICONSIERRA HOLDINGS, INC.](#) Execution Date: Nov. 17, 1999
Legal Entity Type: CORPORATION State or Country: CALIFORNIA
Where Organized:

Assignee

Name: [ESURANCE, INC.](#)
Legal Entity Type: CORPORATION State or Country: CALIFORNIA
Where Organized:
Address: 2800 THIRD STREET, SECOND FLOOR
SAN FRANCISCO, CALIFORNIA 94107

Correspondent

Correspondent Name: FROST & JACOBS LLP
Correspondent Address: KENNETH B. GERMAIN, ESQ.
2500 PNC CENTER
201 EAST FIFTH STREET
CINCINNATI, OH 45202

Domestic Representative - Not Found

Assignment 3 of 3

Conveyance: CHANGE OF NAME
Reel/Frame: [4147/0662](#) Pages: 3
Date Recorded: Feb. 11, 2010
Supporting Documents: [assignment-tm-4147-0662.pdf](#)

Assignor

Name: [ESURANCE INC.](#) Execution Date: Jan. 01, 2010
Legal Entity Type: CORPORATION State or Country: DELAWARE
Where Organized:

Assignee

Name: [ESURANCE INSURANCE SERVICES, INC.](#)
Legal Entity Type: CORPORATION State or Country: DELAWARE
Where Organized:
Address: 650 DAVIS STREET
SAN FRANCISCO, CALIFORNIA 94111

Correspondent

Correspondent Name: TODD A. NOAH
Correspondent Address: DERGOSITS & NOAH LLP
THREE EMBARCADERO CENTER, SUITE 410
SAN FRANCISCO, CA 94111

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 4

Type of Proceeding: Opposition

Proceeding Number: [91207653](#) Filing Date: Oct 24, 2012
Status: Terminated Status Date: Feb 07, 2013
Interlocutory Attorney: JENNIFER KRISP

Defendant

Name: AspenCross Insurance Services, Inc.

Correspondent Address: TIMOTHY H HIEBERT
SAMUELS & HIEBERT LLC
2 INTERNATIONAL PL, FL 23
BOSTON MA UNITED STATES , 02110 4104

Correspondent e-mail: hiebert@samuelsTM.com

Mark	Application Status	Serial Number	Registration Number
EINSURANCENOW	Abandoned - After Inter-Partes Decision	85499943	

Plaintiff(s)

Name: Esurance Insurance Services, Inc.

Correspondent Address: JAMI A GEKAS
EDWARDS WILDMAN PALMER LLP
F D R STATION PO BOX 130
NEW YORK NY UNITED STATES , 10150

Correspondent e-mail: trademark@edwardswildman.com , jgekas@edwardswildman.com , aschrieffer@edwardswildman.com , tmari@edwardswildman.com

Mark	Application Status	Serial Number	Registration Number
ESURANCE	Renewed	75641223	2673515
ESURANCE	Renewed	76084974	2708357
ESURANCE	Renewed	76083368	2854154
ESURANCE	Registered	85043095	4129240
ESURANCE	Registered	85043140	4129241
ESURANCE	Registered	85043159	4129242

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 24, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 24, 2012	Dec 03, 2012
3	PENDING, INSTITUTED	Oct 24, 2012	
4	NOTICE OF DEFAULT	Dec 19, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 07, 2013	
6	TERMINATED	Feb 07, 2013	

Type of Proceeding: Opposition

Proceeding Number: [91205010](#) **Filing Date:** May 02, 2012

Status: Terminated **Status Date:** May 25, 2014

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: E-Insure Services, Inc.

Correspondent Address: ANTHONY NIMMO
ICE MILLER LLP
200 WEST MADISON STREET, SUIE 3500
CHICAGO IL UNITED STATES , 60606 3417

Correspondent e-mail: anthony.nimmo@icemiller.com , brian.lum@icemiller.com

Mark	Application Status	Serial Number	Registration Number
EINSURANCE.COM	Abandoned - After Inter-Partes Decision	77982409	

Plaintiff(s)

Name: Esurance Insurance Services, Inc.

Correspondent Address: JAMI A GEKAS
FOLEY & LARDNER LLP
321 N CLARK STREET, SUITE 2800

CHICAGO IL UNITED STATES , 60654

Correspondent e-mail: IPDocketing@foley.com , jgekas@foley.com , smunoz@foley.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
ESURANCE	Renewed	75641223	2673515
ESURANCE	Renewed	76084974	2708357
ESURANCE	Renewed	76083368	2854154
ESURANCE	Registered	85043095	4129240
ESURANCE	Registered	85043140	4129241
ESURANCE	Registered	85043159	4129242

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 02, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 03, 2012	Jun 12, 2012
3	PENDING, INSTITUTED	May 03, 2012	
4	CHANGE OF CORRESPONDENCE ADDRESS	Jun 12, 2012	
5	ANSWER AND COUNTERCLAIM (FEE)	Jun 12, 2012	
6	BOARD'S ORDER TRIAL DATES RESET	Jul 06, 2012	
7	P'S MOTION TO DISMISS - RULE 12(B)	Jul 23, 2012	
8	P'S MOTION TO DISMISS - RULE 12(B)	Jul 23, 2012	
9	P'S MOTION TO STRIKE	Jul 23, 2012	
10	D'S OPPOSITION/RESPONSE TO MOTION	Aug 13, 2012	
11	D'S OPPOSITION/RESPONSE TO MOTION	Aug 13, 2012	
12	SUSPENDED PENDING DISP OF OUTSTNDNG MOT	Aug 22, 2012	
13	P'S REPLY IN SUPPORT OF MOTION	Sep 04, 2012	
14	P'S REPLY IN SUPPORT OF MOTION	Sep 04, 2012	
15	TRIAL DATES RESET	Mar 13, 2013	
16	P MOT TO AMEND PLEADING/AMENDED PLEADING	Apr 12, 2013	
17	ANSWER	May 13, 2013	
18	ANSWER TO COUNTERCLAIM	Jun 11, 2013	
19	P MOT TO STRIKE	Jun 11, 2013	
20	SUSP PEND DISP OF OUTSTNDNG MOT	Jul 01, 2013	
21	D OPP/RESP TO MOTION	Jul 01, 2013	
22	P REPLY IN SUPPORT OF MOTION	Jul 22, 2013	
23	P'S MTN TO STRIKE GRANTED; RESPONSE DUE; TRIAL DATES RESET	Oct 16, 2013	
24	MOT TO AMEND ANS OR COUNTERCLAIM/AMENDED ANS OR COUNTERCLAIM	Oct 31, 2013	
25	D REQ FOR RECON	Oct 31, 2013	
26	P OPP/RESP TO MOTION	Nov 20, 2013	
27	D REPLY IN SUPPORT OF MOTION	Dec 10, 2013	
28	CHANGE OF CORRESP ADDRESS	Feb 05, 2014	
29	D REQ FOR RECON DENIED	Feb 28, 2014	
30	W/DRAW OF OPPOSITION	May 09, 2014	
31	W/DRAW OF APPLICATION	May 09, 2014	
32	BD DECISION: DISMISSED W/ PREJ	May 25, 2014	
33	TERMINATED	May 25, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91204096](#)

Filing Date: Feb 29, 2012

Status: Terminated

Status Date: Jun 12, 2012

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: EMS Management & Consultants, Inc.

Correspondent GILBERT J ANDIA JR
Address: HIGGINS BENJAMIN EAGLES ADAMS PLLC
101 W FRIENDLY AVE SUITE 500
GREENSBORO NC UNITED STATES , 27401 2521

Correspondent e-mail: bandia@greensborolaw.com

Mark	Application Status	Serial Number	Registration Number
EMSURANCE	Abandoned - After Inter-Partes Decision	85337808	

Plaintiff(s)

Name: Esurance Insurance Services, Inc.

Correspondent JAMI A GEKAS
Address: EDWARD WILDMAN PALMER LLP
225 WEST WACKER DRIVE
CHICAGO IL UNITED STATES , 60606-1229

Correspondent e-mail: trademark@edwardswildman.com , jgekas@edwardswildman.com , aschrieffer@edwardswildman.com , dvanderlaan@edwardswildman.com

Mark	Application Status	Serial Number	Registration Number
ESURANCE	Renewed	76083368	2854154
ESURANCE	Renewed	75641223	2673515
ESURANCE	Renewed	76084974	2708357
ESURANCE	Registered	85043095	4129240
ESURANCE	Registered	85043140	4129241
ESURANCE	Registered	85043159	4129242

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 29, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 29, 2012	Apr 09, 2012
3	PENDING, INSTITUTED	Feb 29, 2012	
4	NOTICE OF DEFAULT	Apr 26, 2012	
5	BOARD'S DECISION: SUSTAINED	Jun 12, 2012	
6	TERMINATED	Jun 12, 2012	

Type of Proceeding: Opposition

Proceeding Number: [91119867](#) **Filing Date:** Aug 11, 2000
Status: Terminated **Status Date:** Mar 09, 2004
Interlocutory Attorney: ELIZABETH A DUNN

Defendant

Name: STAMPS.COM INC.

Correspondent GARY A. HECKER
Address: HECKER & HARRIMAN
1925 CENTURY PARK EAST SUITE 2300
LOS ANGELES CA UNITED STATES , 90067

Mark	Application Status	Serial Number	Registration Number
ESSURANCE	Abandoned - After Inter-Partes Decision	75597468	

Plaintiff(s)

Name: ESURANCE INC.

Correspondent KENNETH B. GERMAIN, ESQ.
Address: FROST & JACOBS LLP
2200 PNC CENTER 201 EAST FIFTH STREET
CINCINNATI OH UNITED STATES , 45202-4182

Mark	Application Status	Serial Number	Registration Number
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Mark	Application Status	Serial Number	Registration Number
ESURANCE	Renewed	75641223	2673515

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 11, 2000	
2	NOTICE SENT; ANSWER DUE: 9/26/00	Aug 17, 2000	
3	PENDING, INSTITUTED	Aug 17, 2000	
4	ANSWER	Sep 26, 2000	
5	DEF'S. MEMO TO SUPPORT MOTION TO QUASH	Mar 02, 2001	
6	DEF'S. MOTION TO QUASH	Mar 02, 2001	
7	PL'S. MEMO IN RESPONSE TO DEF'S. MOTION TO QUASH	Mar 16, 2001	
8	PL'S. MOTION TO COMPEL (DEPOSITION)	Mar 16, 2001	
9	DEF'S. REPLY TO MOTION QUASH (#6)	Mar 23, 2001	
10	DEF'S. OPPOSITION TO MOTION TO COMPEL #8	Mar 23, 2001	
11	PL'S. MOTION TO SUSPEND	Apr 24, 2001	
12	BD. ORDERS PROCEEDINGS SUSPENDED	May 24, 2001	
13	BD'S DECISION: PL'S MOT TO COMPEL GRANTED, PROC RESUMED, T.D. RESET	Oct 30, 2001	
14	WITNESSES IN RESP. TO PLS NOT OF DEPO DEF'S IDENTIFICATION & PRODUCTION OF	Nov 26, 2001	
15	STIPULATED MOT TO EXT.	Nov 28, 2001	
16	DEF'S MOT TO EXT W/CON	Jan 30, 2002	
17	DEF'S EXPRESS ABANDONMENT	May 31, 2002	
18	BOARD'S DECISION: SUSTAINED	Jul 11, 2002	
19	TERMINATED	Jul 11, 2002	

Generated on: This page was generated by TSDR on 2017-04-10 11:32:17 EDT

Mark: ESURANCE

ESURANCE

US Serial Number: 76084974

Application Filing Date: Jul. 07, 2000

US Registration Number: 2708357

Registration Date: Apr. 22, 2003

Register: Principal

Mark Type: Service Mark

Status: The registration has been renewed.

Status Date: Apr. 24, 2013

Publication Date: Jan. 28, 2003

Mark Information

Mark Literal Elements: ESURANCE

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *.* identify additional (new) wording in the goods/services.

For: Quoting, underwriting, and writing of insurance, namely, property and casualty, providing services, namely, claims administration, claims adjustment, brokerage, insurance policy management, financial planning, consultation and research in the fields of insurance and financial planning

International Class(es): 036 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 22, 1998

Use in Commerce: Apr. 22, 1998

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: ESURANCE INSURANCE SERVICES, INC.

Owner Address: 650 DAVIS STREET
SAN FRANCISCO, CALIFORNIA 94111
UNITED STATES

Legal Entity Type: CORPORATION

State or Country: DELAWARE

Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Charles Lee **Docket Number:** 107244-0137
Attorney Primary Email Address: klocher@esurance.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: Charles Lee
Esurance Insurance Services, Inc.
650 Davis Street
San Francisco, CALIFORNIA 94111
UNITED STATES
Phone: 415 875-4798
Correspondent e-mail: klocher@esurance.com jkurzman@esurance.com paralegals@esurance.com jgekas@foley.com ipdocketing@foley.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 18, 2016	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 18, 2016	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 11, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 17, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 13, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 24, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Apr. 24, 2013	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	69471
Apr. 24, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	69471
Apr. 22, 2013	TEAS SECTION 8 & 9 RECEIVED	
Sep. 19, 2012	ATTORNEY REVOKED AND/OR APPOINTED	
Sep. 19, 2012	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Feb. 18, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Apr. 30, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	69471
Apr. 23, 2009	ASSIGNED TO PARALEGAL	69471
Apr. 21, 2009	TEAS SECTION 8 & 15 RECEIVED	
Apr. 21, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Apr. 21, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 10, 2008	CASE FILE IN TICRS	
Feb. 02, 2007	ATTORNEY REVOKED AND/OR APPOINTED	
Feb. 02, 2007	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Mar. 31, 2006	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 22, 2003	REGISTERED-PRINCIPAL REGISTER	
Jan. 28, 2003	PUBLISHED FOR OPPOSITION	
Jan. 08, 2003	NOTICE OF PUBLICATION	
Dec. 02, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 21, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Oct. 21, 2002	PAPER RECEIVED	
Oct. 12, 2001	LETTER OF SUSPENSION MAILED	
Jul. 30, 2001	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 30, 2001	NON-FINAL ACTION MAILED	
Dec. 18, 2000	ASSIGNED TO EXAMINER	76521
Dec. 17, 2000	ASSIGNED TO EXAMINER	76616

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Apr. 22, 2013

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Apr. 24, 2013

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Esurance Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4147/0662](#)

Pages: 3

Date Recorded: Feb. 11, 2010

Supporting Documents: [assignment-tm-4147-0662.pdf](#)

Assignor

Name: [ESURANCE INC.](#)

Execution Date: Jan. 01, 2010

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [ESURANCE INSURANCE SERVICES, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: 650 DAVIS STREET
SAN FRANCISCO, CALIFORNIA 94111

Correspondent

Correspondent Name: TODD A. NOAH

Correspondent Address: DERGOSITS & NOAH LLP
THREE EMBARCADERO CENTER, SUITE 410
SAN FRANCISCO, CA 94111

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: [91207653](#)

Filing Date: Oct 24, 2012

Status: Terminated

Status Date: Feb 07, 2013

Interlocutory Attorney: JENNIFER KRISP

Defendant

Name: AspenCross Insurance Services, Inc.

Correspondent Address: TIMOTHY H HIEBERT
SAMUELS & HIEBERT LLC
2 INTERNATIONAL PL, FL 23

BOSTON MA , 02110 4104
UNITED STATES

Correspondent e-mail: hiebert@samuelsTM.com

Mark	Application Status	Serial Number	Registration Number
EINSURANCENOW	Abandoned - After Inter-Partes Decision	85499943	

Plaintiff(s)

Name: Esurance Insurance Services, Inc.

Correspondent Address: JAMI A GEKAS
EDWARDS WILDMAN PALMER LLP
F D R STATION PO BOX 130
NEW YORK NY , 10150
UNITED STATES

Correspondent e-mail: trademark@edwardswildman.com , jgekas@edwardswildman.com , aschrieffe@edwardswildman.com , tmiari@edwardswildman.com

Mark	Application Status	Serial Number	Registration Number
ESURANCE	Renewed	75641223	2673515
ESURANCE	Renewed	76084974	2708357
ESURANCE	Renewed	76083368	2854154
ESURANCE	Registered	85043095	4129240
ESURANCE	Registered	85043140	4129241
ESURANCE	Registered	85043159	4129242

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 24, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 24, 2012	Dec 03, 2012
3	PENDING, INSTITUTED	Oct 24, 2012	
4	NOTICE OF DEFAULT	Dec 19, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 07, 2013	
6	TERMINATED	Feb 07, 2013	

Type of Proceeding: Opposition

Proceeding Number: [91205010](#) **Filing Date:** May 02, 2012
Status: Terminated **Status Date:** May 25, 2014
Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: E-Insure Services, Inc.

Correspondent Address: ANTHONY NIMMO
ICE MILLER LLP
200 WEST MADISON STREET, SUITE 3500
CHICAGO IL , 60606 3417
UNITED STATES

Correspondent e-mail: anthony.nimmo@icemiller.com , brian.lum@icemiller.com

Mark	Application Status	Serial Number	Registration Number
EINSURANCE.COM	Abandoned - After Inter-Partes Decision	77982409	

Plaintiff(s)

Name: Esurance Insurance Services, Inc.

Correspondent Address: JAMI A GEKAS
FOLEY & LARDNER LLP
321 N CLARK STREET, SUITE 2800
CHICAGO IL , 60654

UNITED STATES

Correspondent e-mail: IPDocketing@foley.com , jgekas@foley.com , smunoz@foley.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
ESURANCE	Renewed	75641223	2673515
ESURANCE	Renewed	76084974	2708357
ESURANCE	Renewed	76083368	2854154
ESURANCE	Registered	85043095	4129240
ESURANCE	Registered	85043140	4129241
ESURANCE	Registered	85043159	4129242

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 02, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 03, 2012	Jun 12, 2012
3	PENDING, INSTITUTED	May 03, 2012	
4	CHANGE OF CORRESPONDENCE ADDRESS	Jun 12, 2012	
5	ANSWER AND COUNTERCLAIM (FEE)	Jun 12, 2012	
6	BOARD'S ORDER TRIAL DATES RESET	Jul 06, 2012	
7	P'S MOTION TO DISMISS - RULE 12(B)	Jul 23, 2012	
8	P'S MOTION TO DISMISS - RULE 12(B)	Jul 23, 2012	
9	P'S MOTION TO STRIKE	Jul 23, 2012	
10	D'S OPPOSITION/RESPONSE TO MOTION	Aug 13, 2012	
11	D'S OPPOSITION/RESPONSE TO MOTION	Aug 13, 2012	
12	SUSPENDED PENDING DISP OF OUTSTNDNG MOT	Aug 22, 2012	
13	P'S REPLY IN SUPPORT OF MOTION	Sep 04, 2012	
14	P'S REPLY IN SUPPORT OF MOTION	Sep 04, 2012	
15	TRIAL DATES RESET	Mar 13, 2013	
16	P MOT TO AMEND PLEADING/AMENDED PLEADING	Apr 12, 2013	
17	ANSWER	May 13, 2013	
18	ANSWER TO COUNTERCLAIM	Jun 11, 2013	
19	P MOT TO STRIKE	Jun 11, 2013	
20	SUSP PEND DISP OF OUTSTNDNG MOT	Jul 01, 2013	
21	D OPP/RESP TO MOTION	Jul 01, 2013	
22	P REPLY IN SUPPORT OF MOTION	Jul 22, 2013	
23	P'S MTN TO STRIKE GRANTED; RESPONSE DUE; TRIAL DATES RESET	Oct 16, 2013	
24	MOT TO AMEND ANS OR COUNTERCLAIM/AMENDED ANS OR COUNTERCLAIM	Oct 31, 2013	
25	D REQ FOR RECON	Oct 31, 2013	
26	P OPP/RESP TO MOTION	Nov 20, 2013	
27	D REPLY IN SUPPORT OF MOTION	Dec 10, 2013	
28	CHANGE OF CORRESP ADDRESS	Feb 05, 2014	
29	D REQ FOR RECON DENIED	Feb 28, 2014	
30	W/DRAW OF OPPOSITION	May 09, 2014	
31	W/DRAW OF APPLICATION	May 09, 2014	
32	BD DECISION: DISMISSED W/ PREJ	May 25, 2014	
33	TERMINATED	May 25, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91204096](#)

Filing Date: Feb 29, 2012

Status: Terminated

Status Date: Jun 12, 2012

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: EMS Management & Consultants, Inc.

Correspondent GILBERT J ANDIA JR
Address: HIGGINS BENJAMIN EAGLES ADAMS PLLC
 101 W FRIENDLY AVE SUITE 500
 GREENSBORO NC , 27401 2521
 UNITED STATES

Correspondent e-mail: bandia@greensborolaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
EMSURANCE	Abandoned - After Inter-Partes Decision	85337808	
Plaintiff(s)			

Name: Esurance Insurance Services, Inc.

Correspondent JAMI A GEKAS
Address: EDWARD WILDMAN PALMER LLP
 225 WEST WACKER DRIVE
 CHICAGO IL , 60606-1229
 UNITED STATES

Correspondent e-mail: trademark@edwardswildman.com , igekas@edwardswildman.com , aschrieffer@edwardswildman.com , dvanderlaan@edwardswildman.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
ESURANCE	Renewed	76083368	2854154
ESURANCE	Renewed	75641223	2673515
ESURANCE	Renewed	76084974	2708357
ESURANCE	Registered	85043095	4129240
ESURANCE	Registered	85043140	4129241
ESURANCE	Registered	85043159	4129242

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 29, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 29, 2012	Apr 09, 2012
3	PENDING, INSTITUTED	Feb 29, 2012	
4	NOTICE OF DEFAULT	Apr 26, 2012	
5	BOARD'S DECISION: SUSTAINED	Jun 12, 2012	
6	TERMINATED	Jun 12, 2012	

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Mark: ESURANCE

ESURANCE

US Serial Number: 76083368

Application Filing Date: Jul. 05, 2000

US Registration Number: 2854154

Registration Date: Jun. 15, 2004

Register: Principal

Mark Type: Service Mark

Status: The registration has been renewed.

Status Date: Jun. 27, 2014

Publication Date: Jan. 07, 2003

Notice of Allowance Date: Apr. 01, 2003

Mark Information

Mark Literal Elements: ESURANCE

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Inspection and examination referral services in the field of insurance, and customer needs assessment

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 27, 1999

Use in Commerce: Dec. 27, 1999

For: Product evaluation in the field of insurance

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 27, 1999

Use in Commerce: Dec. 27, 1999

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: ESURANCE INSURANCE SERVICES, INC.

Owner Address: 650 DAVIS STREET
SAN FRANCISCO, CALIFORNIA 94111
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Charles Lee

Docket Number: 107244-0138

Attorney Primary Email Address: klocher@esurance.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Charles Lee
Esurance Insurance Services, Inc.
650 Davis Street
San Francisco, CALIFORNIA 94111
UNITED STATES

Phone: 415 875-4798

Correspondent e-mail: klocher@esurance.com jkurzman@esurance.com
paralegals@esurance.com jgekas@foley.com ipdocketing@foley.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 18, 2016	ATTORNEY REVOKED AND/OR APPOINTED	
Jul. 18, 2016	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 11, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 27, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jun. 27, 2014	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	71378
Jun. 27, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	71378
Jun. 27, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	71378
Jun. 13, 2014	TEAS SECTION 8 & 9 RECEIVED	
Apr. 17, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 13, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 19, 2012	ATTORNEY REVOKED AND/OR APPOINTED	
Sep. 19, 2012	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
May 28, 2010	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70619
May 28, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70619
May 13, 2010	TEAS SECTION 8 & 15 RECEIVED	
Feb. 18, 2010	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 30, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 02, 2007	ATTORNEY REVOKED AND/OR APPOINTED	
Feb. 02, 2007	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Mar. 31, 2006	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 15, 2004	REGISTERED-PRINCIPAL REGISTER	
Mar. 31, 2004	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 12, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 12, 2004	FAX RECEIVED	
Nov. 21, 2003	NON-FINAL ACTION MAILED	
Oct. 29, 2003	CASE FILE IN TICRS	
Oct. 21, 2003	STATEMENT OF USE PROCESSING COMPLETE	
Sep. 18, 2003	USE AMENDMENT FILED	
Sep. 22, 2003	PAPER RECEIVED	

Apr. 01, 2003 NOA MAILED - SOU REQUIRED FROM APPLICANT
 Jan. 07, 2003 PUBLISHED FOR OPPOSITION
 Dec. 18, 2002 NOTICE OF PUBLICATION
 Nov. 05, 2002 APPROVED FOR PUB - PRINCIPAL REGISTER
 Sep. 19, 2002 CORRESPONDENCE RECEIVED IN LAW OFFICE
 Sep. 19, 2002 PAPER RECEIVED
 Nov. 27, 2001 LETTER OF SUSPENSION MAILED
 Jul. 30, 2001 CORRESPONDENCE RECEIVED IN LAW OFFICE
 Jan. 30, 2001 NON-FINAL ACTION MAILED
 Dec. 18, 2000 ASSIGNED TO EXAMINER
 Dec. 14, 2000 ASSIGNED TO EXAMINER

76521
 76616

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted
Affidavit of Incontestability: Section 15 - Accepted
Renewal Date: Jun. 15, 2014

TM Staff and Location Information

TM Staff Information - None File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jun. 27, 2014

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Esurance Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [4147/0662](#)

Pages: 3

Date Recorded: Feb. 11, 2010

Supporting Documents: [assignment-tm-4147-0662.pdf](#)

Assignor

Name: [ESURANCE INC.](#)

Execution Date: Jan. 01, 2010

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [ESURANCE INSURANCE SERVICES, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: 650 DAVIS STREET
 SAN FRANCISCO, CALIFORNIA 94111

Correspondent

Correspondent Name: TODD A. NOAH

Correspondent Address: DERGOSITS & NOAH LLP
 THREE EMBARCADERO CENTER, SUITE 410
 SAN FRANCISCO, CA 94111

Domestic Representative - Not Found

Proceedings

Summary

Number of 3

Proceedings:**Type of Proceeding: Opposition****Proceeding Number:** [91207653](#)**Filing Date:** Oct 24, 2012**Status:** Terminated**Status Date:** Feb 07, 2013**Interlocutory Attorney:** JENNIFER KRISP**Defendant****Name:** AspenCross Insurance Services, Inc.**Correspondent Address:** TIMOTHY H HIEBERT
SAMUELS & HIEBERT LLC
2 INTERNATIONAL PL, FL 23
BOSTON MA , 02110 4104
UNITED STATES**Correspondent e-mail:** hiebert@samuelsTM.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
EINSURANCENOW	Abandoned - After Inter-Partes Decision	85499943	

Plaintiff(s)**Name:** Esurance Insurance Services, Inc.**Correspondent Address:** JAMI A GEKAS
EDWARDS WILDMAN PALMER LLP
F D R STATION PO BOX 130
NEW YORK NY , 10150
UNITED STATES**Correspondent e-mail:** trademark@edwardswildman.com , jgekas@edwardswildman.com , aschrieffer@edwardswildman.com , tmiari@edwardswildman.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ESURANCE	Renewed	75641223	2673515
ESURANCE	Renewed	76084974	2708357
ESURANCE	Renewed	76083368	2854154
ESURANCE	Registered	85043095	4129240
ESURANCE	Registered	85043140	4129241
ESURANCE	Registered	85043159	4129242

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 24, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 24, 2012	Dec 03, 2012
3	PENDING, INSTITUTED	Oct 24, 2012	
4	NOTICE OF DEFAULT	Dec 19, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 07, 2013	
6	TERMINATED	Feb 07, 2013	

Type of Proceeding: Opposition**Proceeding Number:** [91205010](#)**Filing Date:** May 02, 2012**Status:** Terminated**Status Date:** May 25, 2014**Interlocutory Attorney:** ELIZABETH WINTER**Defendant****Name:** E-Insure Services, Inc.**Correspondent Address:** ANTHONY NIMMO
ICE MILLER LLP
200 WEST MADISON STREET, SUITE 3500
CHICAGO IL , 60606 3417
UNITED STATES

Correspondent e-mail: anthony.nimmo@icemiller.com , brian.lum@icemiller.com

Mark	Application Status	Serial Number	Registration Number
EINSURANCE.COM	Abandoned - After Inter-Partes Decision	77982409	

Plaintiff(s)

Name: Esurance Insurance Services, Inc.

Correspondent Address: JAMI A GEKAS
FOLEY & LARDNER LLP
321 N CLARK STREET, SUITE 2800
CHICAGO IL , 60654
UNITED STATES

Correspondent e-mail: IPDocketing@foley.com , jgekas@foley.com , smunoz@foley.com

Mark	Application Status	Serial Number	Registration Number
ESURANCE	Renewed	75641223	2673515
ESURANCE	Renewed	76084974	2708357
ESURANCE	Renewed	76083368	2854154
ESURANCE	Registered	85043095	4129240
ESURANCE	Registered	85043140	4129241
ESURANCE	Registered	85043159	4129242

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 02, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 03, 2012	Jun 12, 2012
3	PENDING, INSTITUTED	May 03, 2012	
4	CHANGE OF CORRESPONDENCE ADDRESS	Jun 12, 2012	
5	ANSWER AND COUNTERCLAIM (FEE)	Jun 12, 2012	
6	BOARD'S ORDER TRIAL DATES RESET	Jul 06, 2012	
7	P'S MOTION TO DISMISS - RULE 12(B)	Jul 23, 2012	
8	P'S MOTION TO DISMISS - RULE 12(B)	Jul 23, 2012	
9	P'S MOTION TO STRIKE	Jul 23, 2012	
10	D'S OPPOSITION/RESPONSE TO MOTION	Aug 13, 2012	
11	D'S OPPOSITION/RESPONSE TO MOTION	Aug 13, 2012	
12	SUSPENDED PENDING DISP OF OUTSTNDNG MOT	Aug 22, 2012	
13	P'S REPLY IN SUPPORT OF MOTION	Sep 04, 2012	
14	P'S REPLY IN SUPPORT OF MOTION	Sep 04, 2012	
15	TRIAL DATES RESET	Mar 13, 2013	
16	P MOT TO AMEND PLEADING/AMENDED PLEADING	Apr 12, 2013	
17	ANSWER	May 13, 2013	
18	ANSWER TO COUNTERCLAIM	Jun 11, 2013	
19	P MOT TO STRIKE	Jun 11, 2013	
20	SUSP PEND DISP OF OUTSTNDNG MOT	Jul 01, 2013	
21	D OPP/RESP TO MOTION	Jul 01, 2013	
22	P REPLY IN SUPPORT OF MOTION	Jul 22, 2013	
23	P'S MTN TO STRIKE GRANTED; RESPONSE DUE; TRIAL DATES RESET	Oct 16, 2013	
24	MOT TO AMEND ANS OR COUNTERCLAIM/AMENDED ANS OR COUNTERCLAIM	Oct 31, 2013	
25	D REQ FOR RECON	Oct 31, 2013	
26	P OPP/RESP TO MOTION	Nov 20, 2013	
27	D REPLY IN SUPPORT OF MOTION	Dec 10, 2013	
28	CHANGE OF CORRESP ADDRESS	Feb 05, 2014	
29	D REQ FOR RECON DENIED	Feb 28, 2014	
30	W/DRAW OF OPPOSITION	May 09, 2014	

31	W/DRAW OF APPLICATION	May 09, 2014
32	BD DECISION: DISMISSED W/ PREJ	May 25, 2014
33	TERMINATED	May 25, 2014

Type of Proceeding: Opposition

Proceeding Number: [91204096](#) **Filing Date:** Feb 29, 2012
Status: Terminated **Status Date:** Jun 12, 2012
Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: EMS Management & Consultants, Inc.
Correspondent Address: GILBERT J ANDIA JR
HIGGINS BENJAMIN EAGLES ADAMS PLLC
101 W FRIENDLY AVE SUITE 500
GREENSBORO NC , 27401 2521
UNITED STATES
Correspondent e-mail: bandia@greensborolaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
EMSURANCE	Abandoned - After Inter-Partes Decision	85337808	

Plaintiff(s)

Name: Esurance Insurance Services, Inc.
Correspondent Address: JAMI A GEKAS
EDWARD WILDMAN PALMER LLP
225 WEST WACKER DRIVE
CHICAGO IL , 60606-1229
UNITED STATES
Correspondent e-mail: trademark@edwardswildman.com , jgekas@edwardswildman.com , aschrieffer@edwardswildman.com , dvanderlaan@edwardswildman.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
ESURANCE	Renewed	76083368	2854154
ESURANCE	Renewed	75641223	2673515
ESURANCE	Renewed	76084974	2708357
ESURANCE	Registered	85043095	4129240
ESURANCE	Registered	85043140	4129241
ESURANCE	Registered	85043159	4129242

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 29, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 29, 2012	Apr 09, 2012
3	PENDING, INSTITUTED	Feb 29, 2012	
4	NOTICE OF DEFAULT	Apr 26, 2012	
5	BOARD'S DECISION: SUSTAINED	Jun 12, 2012	
6	TERMINATED	Jun 12, 2012	