

ESTTA Tracking number: **ESTTA829967**

Filing date: **06/28/2017**

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	EMVCo, LLC
Granted to Date of previous extension	06/28/2017
Address	900 Metro Center Blvd.c/o Visa Holding Foster City, CA 94404 UNITED STATES

Attorney information	Patchen Haggerty and John P Halski Perkins Coie LLP 1201 Third Avenue, Suite 4900 Seattle, WA 98101-3099 UNITED STATES Email: pctrademarks@perkinscoie.com
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Applicant Information

Application No	87181317	Publication date	02/28/2017
Opposition Filing Date	06/28/2017	Opposition Period Ends	06/28/2017
Applicant	Noraye LLC 7338 Baltimore Ave, STE 208 College Park, MD 20740 UNITED STATES		

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: Computer software for workstations used to perform verification and user-based security actions based on whether a Personal Identity Verification (PIV) or smartcard was used for authentication


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.	3160180	Application Date	09/17/2004
Registration Date	10/17/2006	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 036. First use: First Use: 2004/12/31 First Use In Commerce: 2004/12/31 Broad based financial services, namely, banking, [bill payment and present- mentservices,] credit card services, debitcard services, charge card services, pre-paid card services offered through cards with stored value, electronic credit and debit transactions, electronic cash transactions, point-of-sale and point- of-transaction services, transaction authorization and settlement services, elec- tronic payment processing services, electronic funds transfer, providing finan- cialinformation, namely, credit and debit card data, [and reports, financial re- cords management,] [currency exchange services,] and advisory services re- gardingall of the foregoing services</p>		
U.S. Registration No.	3204446	Application Date	09/17/2004
Registration Date	01/30/2007	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2005/04/30 First Use In Commerce: 2005/04/30 Computer hardware, [computer terminals and] computer software for use in the financial services, banking, payment and telecommunications industries for authorization, clearing and settlement of financial transactions; computer hardware in the nature of smart cards and card readers containing transponders and other proximity payment devices; electrical apparatus and instruments, namely, [magnetic coded and] electronic data carrier card readers for the registration, transmission, reproduction of data; systems for reading memory cards and systems for reading data in memories featuring integrated circuit memories and banking card memories; coded cards namely, [magnetic cards and] cards featuring integrated circuits, in particular, for financial applications; apparatus for reading cards, namely, computer dial terminals for data processing systems and financial transaction systems; encoders and decoders, namely, [magnetic coded cards,] electronic data carrier cards, [magnetic coded card readers,] electronic data carrier cards readers, electronic encryption units</p>		
U.S. Registration No.	3326377	Application Date	06/30/2005
Registration Date	10/30/2007	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 2005/04/30 First Use In Commerce: 2005/05/31 Computer hardware; computer hardware in the nature of [magnetically encoded] smart cards containing an integrated circuit chip for electronic consumer and business payment transactions; card readers for [magnetically encoded] cards, [magnetically encoded] charge cards, bank cards, credit cards, debit cards and payment cards, all containing an integrated circuit chip for consumer and business payment transactions; telecommunications equipment, namely, transponders; computer hardware and computer software for authentication, encryption and identification in financial and sales transactions; computer security software, namely, encryption software; computer operating systems for financial transactions on computer networks</p>

U.S. Registration No.	3345357	Application Date	06/30/2005
Registration Date	11/27/2007	Foreign Priority Date	NONE

Word Mark	NONE
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Design Mark	
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Description of Mark	<p>The mark consists of an oval surrounding four curved lines of increasing size (from left to right) and a depiction of a hand, holding a rectangle, positioned on top of the right side of the oval.</p>
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Goods/Services	Class 036. First use: First Use: 2005/04/30 First Use In Commerce: 2005/05/31 Financial services, namely, banking services, credit and debit card services; point of transaction services; payment and transaction authentication by means of radio frequency identification devices, namely, transponders; electronic payment processing services; providing financial information [, financial management and financial records management services] ; advice relating to all the aforesaid services
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U.S. Registration No.	4653111	Application Date	02/18/2011
Registration Date	12/09/2014	Foreign Priority Date	NONE

Word Mark	NONE
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Design Mark	
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Description of Mark	The mark consists of an oval surrounding four curved lines of increasing size (from left to right) and a depiction of a hand holding a rectangle positioned on top of the right side of the oval.
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Goods/Services	Class 036. First use: First Use: 2007/09/00 First Use In Commerce: 2007/09/00 Financial transaction services, namely, providing point of sale financial commercial transactions via wireless devices, handheld electronic devices, and mobile devices, namely, mobile phones, smart phones, portable media players, handheld computers, tablets, and personal digital assistants; providing payment processing services, namely, credit and debit card transaction processing via wireless devices, handheld electronic devices, and mobile devices, namely, mobile phones, smart phones, portable media players, handheld computers, tablets, and personal digital assistants
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U.S. Registration No.	4973708	Application Date	05/27/2014
Registration Date	06/07/2016	Foreign Priority Date	NONE

Word Mark	NONE
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Design Mark			
Description of Mark	The mark consists of four curved lines of increasing size (from left to right).		
Goods/Services	Class 009. First use: First Use: 2005/12/31 First Use In Commerce: 2005/12/31 Apparatus and instruments for communication; blank machine readable data carriers; electronic, RFID and NFC enabled tags, smart tags, stickers, markers, decals and labels for goods; computer software for the reading, identification and authentication of NFC and RFID tags, smart tags, stickers, markers, decals and labels; microchips; microcircuits, integrated circuits; transponders; transponder readers and writers; wireless, RFID and NFC devices, namely, readers, writers and scanners; electronic encryption and tokenization apparatus; electronic encryption and tokenization units; electronic data encryption and tokenization apparatus; computer software for encryption and tokenization		
U.S. Application No.	85246474	Application Date	02/18/2011
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	The mark consists of four curved lines of increasing size (from left to right).
Goods/Services	<p>Class 035. First use: First Use: 2015/03/25 First Use In Commerce: 2015/03/25 Entertainment admission venue access control services, namely, verification of admission ticket validity upon presentation of tickets at an entertainment venue</p> <p>Class 036. First use: First Use: 2015/03/25 First Use In Commerce: 2015/03/25 Financial transaction services, namely, providing point of sale financial commercial transactions via wireless devices, handheld electronic devices, and mobile devices, namely, mobile phones, smart phones, portable media players, handheld computers, tablets, and personal digital assistants; providing payment processing services, namely, credit and debit card transaction processing via wireless devices, handheld electronic devices, and mobile devices, namely, mobile phones, smart phones, portable media players, handheld computers, tablets, and personal digital assistants</p> <p>Class 039. First use: First Use: 2015/03/25 First Use In Commerce: 2015/03/25 Transportation information and travel information services; verification of travel reservation services; providing automated check-in travel ticketing verification services</p> <p>Class 041. First use: First Use: 2015/03/25 First Use In Commerce: 2015/03/25 Entertainment services, namely, ticket reservations and booking services for entertainment, sporting, and cultural events</p> <p>Class 042. First use: First Use: 2015/03/25 First Use In Commerce: 2015/03/25 Scientific and technological services, namely, design and development of computer hardware and software; technical verification and authentication of RFID cards and readers</p> <p>Class 045. First use: First Use: 2015/03/25 First Use In Commerce: 2015/03/25 Identification authentication services, namely, providing authentication of personal identification information; age identification services, namely, providing authentication of age identification information</p>

Attachments	78485366#TMSN.png(bytes)
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	78485374#TMSN.png(bytes) 78661766#TMSN.png(bytes) 78662098#TMSN.png(bytes) 85246450#TMSN.png(bytes) 86292640#TMSN.png(bytes) 85246474#TMSN.png(bytes) 87181317 - Notice of Opposition - 2017-06-28.pdf(986138 bytes)
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Signature	/John P. Halski/
Name	John P. Halski
Date	06/28/2017

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

EMVCo, LLC,

Opposer,

v.

Noraye LLC,

Applicant.

Opposition No.: _____

NOTICE OF OPPOSITION

Application Serial No.: 87181317

NOTICE OF OPPOSITION

Opposer, EMVCo, LLC (“EMVCo” or “Opposer”) seeks the refusal of registration of the design mark shown at right (“Applicant's Mark”) as applied for in application serial No. 87181317 (the “Application”), owned by Noraye LLC (“Applicant” or “Noraye”), and hereby opposes the Application in Class 9 on the following basis.



The Parties

1. Opposer is a Delaware limited liability company with its principal place of business at 900 Metro Center Boulevard, c/o Visa Holdings, Foster City, California 94404.
2. On information and belief, Applicant is a Maryland limited liability company with an address of 7338 Baltimore Ave, Ste. 208, College Park, Maryland 20740.

Opposer's Marks

3. Opposer owns the design marks  (the “Indicator Mark”) and  (the “Symbol Mark,” and, together, “Opposer's Marks”), which are the subjects of Opposer's

U.S. Registrations No. 3160180, 3204446, 3326377, 3345357, 4653111 and 4973708. Printouts of the TSDR records for these registrations are attached as **Exhibit 1**.

4. Opposer also owns application No. 85/246474 for the Indicator Mark for a variety of services in Classes 35, 36, 39, 41, 42, and 45, filed on February 18, 2011, prior to the filing date of the Application. Printouts of the TSDR records for this application is attached as **Exhibit 2**. (Opposer's above registrations and applications, collectively or individually, "Opposer's Filings").

5. EMVCo provides a wide variety of financial and related services using near field communication technology, including point-of-sale transaction services and authorization, payment card services, electronic payment processing services, promotional services, and related computer hardware, software (including computer security software), data readers, and bank cards. In addition, as set forth in Opposer's pending applications referenced above, Opposer also has submitted a Statement of Use under examination confirming use of the Indicator Mark for a wide-variety of non-financial services in the context of near field communication technology. (The goods and services in Opposer's Filings, collectively or individually, "Opposer's Goods and Services").

6. Opposer rights in Opposer's Marks include, in addition to Opposer's Filings, common law rights acquired through Opposer's and its licensees' significant use of the Opposer's Marks in connection with Opposer's Goods and Services on a common law basis in the United States.

The Application

7. Applicant is the record owner of the Application, which covers "Computer software for workstations used to perform verification and user-based security actions based on whether a Personal Identity Verification (PIV) or smartcard was used for authentication" in Class 9 as set forth in the Application (together, "Applicant's Goods").

8. The opposed Application was filed on September 23, 2016 (the “Application Filing Date”) on an “intent to use” basis under Section 1(b). On information and belief, Applicant has not alleged use of Applicant’s Mark in commerce as defined in 15 U.S.C. §1127.

9. The Application was published for opposition on February 28, 2017. An extension of the opposition deadline was obtained until June 28, 2017. Accordingly, this Opposition is timely filed.

Claim

Priority and Likelihood of Confusion

Opposer Has Priority

10. Opposer's Marks are distinctive for Opposer's Goods and Services.

11. In 2006, Opposer's Indicator Mark was registered for broad financial services, including services associated with credit and debit cards, in Class 36. Opposer's Indicator Mark was registered with card readers and other proximity payment devices in Class 9 in 2007.

12. In 2007, Opposer's Symbol Mark was registered for computer security software, card readers and other proximity payment devices in Class 9 and broad financial services, including services associated with credit and debit cards in Class 36.

13. Through use of Opposer's Marks in association with its products and services, Opposer has established valuable goodwill in connection with Opposer's Goods and Services under these marks.



14. Opposer’s pending intent to use application in Classes 35, 36, 39, 41, 42, and 45 was filed on February 18, 2011, prior to the Application Filing Date.

15. On information and belief, Opposer's first use of Opposer's Indicator Mark in commerce in the United States in association with Opposer's Good and Services was at least as early as 2004, about twelve years before the Application Filing Date. On information and belief, Opposer's first use of Opposer's Symbol Mark in commerce in the United States in association with Opposer's Good and Services was at least as early as 2005.

16. On information and belief, Opposer has used, registered and/or filed applications for Opposer's Marks for some or all of Opposer's Goods and Services since prior to any date upon which Applicant can rely for priority purposes.

Opposer's Marks and Applicant's Mark are Confusingly Similar

17. As shown below, Applicant's Mark includes a highly similar representation of four graduating arcs that constitute the Indicator Mark, and are contained within Opposer's Symbol Mark. Applicant's Mark also includes a "circuit board" design evocative of the credit and debit cards and related services offered by Opposer.

Applicant's Mark	
Opposer's Marks	

18. The remaining components in Applicant's Mark, *e.g.* dots above the graduating arcs and a keyhole design, do not distinguish the overall commercial impression of Applicant's Mark from Opposer's Mark.

19. Applicant's Goods are identical or closely related to Opposer's Goods and Services. For example, Opposer provides user verification and security services in connection with the use of credit and debit cards, as well as related non-financial services involving smartcards.

20. Given the foregoing, Applicant's Mark is confusingly similar to Opposer's Marks such that its use and registration by Applicant with Applicant's Goods is likely to cause confusion, mistake, or to deceive as to the origin, sponsorship and approval of Applicant's Goods, and is likely to suggest an affiliation, connection or association of Applicant and

Applicant's Goods with Opposer and Opposer's Goods and Services, with consequent injury to Opposer, the trade and to the public.

21. The registration of Applicant's Mark would prevent Opposer from exercising exclusive control over the goodwill and reputation associated with Opposer's Marks. Therefore, the registration of Applicant's Mark would damage and injure Opposer.

22. Opposer will also be damaged by the registration of Applicant's Mark because such registration will support statutory rights for Applicant in violation and derogation of Opposer's prior, superior and exclusive rights in Opposer's Marks.

Likelihood of Dilution

23. Opposer realleges and incorporates by reference the preceding allegations of its Notice of Opposition.

24. On information and belief, Opposer's Marks have become well-known and famous as a designation of Opposer's Goods Services.

25. On information and belief, Opposer's Marks became famous well before the Application Filing Date.

26. Applicant's Mark so resembles Opposer's Marks as to dilute the distinctive quality of Opposer's Marks by blurring in contravention of 15 U.S.C. § 1125(c)/Section 43(c) Lanham Act.

Prayer for Relief

WHEREFORE, Opposer believes that it will be damaged by registration of the Applicant's Mark as reflected in the Application and respectfully requests that the Application be refused and registration of the Applicant's Mark for all of Applicant's Goods in Class 9 be denied. This Notice of Opposition is filed according to the rules governing electronic

submissions to the Trademark Trial and Appeal Board, including payment of the requisite \$400.00 for one class.

DATED: June 28, 2017.



<p>CERTIFICATE OF SERVICE</p> <p>I hereby certify that this NOTICE OF OPPOSITION is being deposited with the United States Postal Service with sufficient postage as first class mail on June 28, 2017 in an envelope addressed to the listed correspondent for the Application:</p> <p>Noraye LLC 7338 Baltimore Ave, Ste 208 College Park, MD 20740</p> <p>Signature: <u></u> Printed Name: <u>John P. Halski</u></p>	<p>Respectfully submitted,</p> <p>PERKINS COIE LLP</p> <p><u></u></p> <p>Patchen Haggerty John P. Halski Attorneys for Opposer 1201 Third Avenue, Suite 4900 Seattle, Washington 98101-3099 (206) 359-8000</p>
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EXHIBIT 1

TSDR now includes a Post Registration Maintenance Tab. When viewing a Registered mark, users will now find a new 3rd tab providing Post Registration information next to the "Status" and "Document" tabs, below the search text box. The tab will not appear if the mark is not registered.


[STATUS](#)
[DOCUMENTS](#)
[MAINTENANCE](#)
[Back to Search](#)

[Print](#)

Generated on: This page was generated by TSDR on 2017-06-28 16:10:26 EDT

Mark:



US Serial Number:	78485366	Application Filing Date:	Sep. 17, 2004
US Registration Number:	3160180	Registration Date:	Oct. 17, 2006
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:	Dec. 27, 2016		
Publication Date:	Dec. 13, 2005	Notice of Allowance Date:	Mar. 07, 2006

Mark Information

[Collapse All](#)

Mark Literal Elements:	None
Standard Character Claim:	No
Mark Drawing Type:	2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Design Search Code(s):	01.15.24 - Sound waves, including designs depicting sound 26.17.09 - Lines, curved; Curved line(s), band(s) or bar(s); Bands, curved; Bars, curved

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: Broad based financial services, namely, banking, [bill payment and presentment services,] credit card services, debit card services, charge card services, pre-paid card services offered through cards with stored value, electronic credit and debit transactions, electronic cash transactions, point-of-sale and point-of-transaction services, transaction authorization and settlement services, electronic payment processing services, electronic funds transfer, providing financial information, namely, credit and debit card data, [and reports, financial records management,] [currency exchange services,] and advisory services regarding all of the foregoing services

International Class(es):	036 - Primary Class	U.S Class(es):	100, 101, 102
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Dec. 31, 2004	Use in Commerce:	Dec. 31, 2004

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:	EMVCO, LLC		
Owner Address:	900 Metro Center Blvd. c/o Visa Holdings FOSTER CITY, CALIFORNIA UNITED STATES 94404		
Legal Entity Type:	LIMITED LIABILITY COMPANY	State or Country Where Organized:	DELAWARE

▼ **Attorney/Correspondence Information**

Attorney of Record

Attorney Name:	Patchen M. Haggerty	Docket Number:	29498-4300
Attorney Primary Email Address:	pctrademarks@perkinscoie.com	Attorney Email Authorized:	Yes

Correspondent

Correspondent Name/Address:	Patchen M. Haggerty Perkins Coie LLP 1201 Third Avenue, Suite 4900 SEATTLE, WASHINGTON UNITED STATES 98101-3099		
Phone:	(206) 359-8000	Fax:	(206) 359-9000
Correspondent e-mail:	pctrademarks@perkinscoie.com	Correspondent e-mail Authorized:	Yes

Domestic Representative - Not Found

▼ **Prosecution History**

Date	Description	Proceeding Number
Dec. 27, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Dec. 27, 2016	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	75184
Dec. 27, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75184
Dec. 27, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75184
Oct. 17, 2016	TEAS SECTION 8 & 9 RECEIVED	
Oct. 17, 2015	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jul. 31, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jul. 31, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	71378
Jul. 24, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	71378
Jul. 11, 2012	TEAS SECTION 8 & 15 RECEIVED	
May 02, 2012	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Oct. 17, 2006	REGISTERED-PRINCIPAL REGISTER	
Aug. 28, 2006	LAW OFFICE REGISTRATION REVIEW COMPLETED	67287
Aug. 18, 2006	ASSIGNED TO LIE	67287
Aug. 10, 2006	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 06, 2006	STATEMENT OF USE PROCESSING COMPLETE	71280
Jul. 10, 2006	USE AMENDMENT FILED	71280
Jul. 12, 2006	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 10, 2006	TEAS STATEMENT OF USE RECEIVED	
Mar. 07, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 13, 2005	PUBLISHED FOR OPPOSITION	
Nov. 23, 2005	NOTICE OF PUBLICATION	
Nov. 09, 2005	ASSIGNED TO EXAMINER	76833
Oct. 25, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	76243

Oct. 25, 2005	ASSIGNED TO LIE	76243
Oct. 14, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 14, 2005	EXAMINERS AMENDMENT E-MAILED	6328
Oct. 14, 2005	EXAMINERS AMENDMENT -WRITTEN	78198
Oct. 14, 2005	AMENDMENT FROM APPLICANT ENTERED	88888
Oct. 14, 2005	CORRESPONDENCE RECEIVED IN LAW OFFICE	88888
Apr. 18, 2005	NON-FINAL ACTION E-MAILED	6325
Apr. 18, 2005	NON-FINAL ACTION WRITTEN	78198
Apr. 18, 2005	ASSIGNED TO EXAMINER	78198
Sep. 23, 2004	NEW APPLICATION ENTERED IN TRAM	

▼ Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Oct. 17, 2016

▼ TM Staff and Location Information

TM Staff Information - None

File Location



Current Location: GENERIC WEB UPDATE

Date in Location: Dec. 27, 2016

▼ Assignment Abstract Of Title Information - Click to Load

▼ Proceedings - Click to Load

TSDR now includes a Post Registration Maintenance Tab. When viewing a Registered mark, users will now find a new 3rd tab providing Post Registration information next to the "Status" and "Document" tabs, below the search text box. The tab will not appear if the mark is not registered.

STATUS	DOCUMENTS	MAINTENANCE	Back to Search	Print	
Generated on: This page was generated by TSDR on 2017-06-28 16:08:58 EDT					
Mark:					
					
US Serial Number:	78485374	Application Filing Date:	Sep. 17, 2004		
US Registration Number:	3204446	Registration Date:	Jan. 30, 2007		
Register:	Principal				
Mark Type:	Trademark				
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:	Mar. 27, 2017				
Publication Date:	Aug. 30, 2005	Notice of Allowance Date:	Nov. 22, 2005		
▼ Mark Information ▲ Collapse All					
Mark Literal Elements:	None				
Standard Character Claim:	No				
Mark Drawing Type:	2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)				
Color(s) Claimed:	Color is not claimed as a feature of the mark.				
Design Search Code(s):	01.15.24 - Sound waves, including designs depicting sound 26.17.09 - Lines, curved; Curved line(s), band(s) or bar(s); Bands, curved; Bars, curved				
▼ Goods and Services					
Note: The following symbols indicate that the registrant/owner has amended the goods/services:					
<ul style="list-style-type: none"> • 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:	Computer hardware, [computer terminals and] computer software for use in the financial services, banking, payment and telecommunications industries for authorization, clearing and settlement of financial transactions; computer hardware in the nature of smart cards and card readers containing transponders and other proximity payment devices; electrical apparatus and instruments, namely, [magnetic coded and] electronic data carrier card readers for the registration, transmission, reproduction of data; systems for reading memory cards and systems for reading data in memories featuring integrated circuit memories and banking card memories; coded cards namely, [magnetic cards and] cards featuring integrated circuits, in particular, for financial applications; apparatus for reading cards, namely, computer dial terminals for data processing systems and financial transaction systems; encoders and decoders, namely, [magnetic coded cards,] electronic data carrier cards, [magnetic coded card readers,] electronic data carrier cards readers, electronic encryption units				
International Class(es):	009 - Primary Class	U.S Class(es):	021, 023, 026, 036, 038		
Class Status:	ACTIVE				
Basis:	1(a)				
First Use:	Apr. 30, 2005	Use in Commerce:	Apr. 30, 2005		
▼ 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:	EMVCO, LLC		
Owner Address:	900 METRO CENTER BOULEVARD FOSTER CITY, CALIFORNIA UNITED STATES 94404		
Legal Entity Type:	CORPORATION	State or Country Where Organized:	DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Patchen M. Haggerty	Docket Number:	29498.4300
Attorney Primary Email Address:	pctrademarks@perkinscoie.com	Attorney Email Authorized:	Yes

Correspondent

Correspondent Name/Address:	Patchen M. Haggerty Perkins Coie LLP 1201 Third Avenue, Suite 4900 Seattle, WASHINGTON UNITED STATES 98101-3099		
Phone:	(206) 359-8000	Fax:	(206) 359-9000
Correspondent e-mail:	pctrademarks@perkinscoie.com	Correspondent e-mail Authorized:	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 27, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Mar. 27, 2017	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	66607
Mar. 27, 2017	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	66607
Mar. 27, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	66607
Jan. 30, 2017	TEAS SECTION 8 & 9 RECEIVED	
Jan. 30, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jul. 31, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jul. 31, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	71378
Jul. 24, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	71378
Jul. 11, 2012	TEAS SECTION 8 & 15 RECEIVED	
May 02, 2012	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jan. 30, 2007	REGISTERED-PRINCIPAL REGISTER	
Dec. 19, 2006	LAW OFFICE REGISTRATION REVIEW COMPLETED	68552
Dec. 19, 2006	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 27, 2006	TEAS/EMAIL CORRESPONDENCE ENTERED	68552
Nov. 22, 2006	CORRESPONDENCE RECEIVED IN LAW OFFICE	68552
Nov. 27, 2006	ASSIGNED TO LIE	68552
Nov. 22, 2006	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 21, 2006	NON-FINAL ACTION E-MAILED	
Jul. 21, 2006	SU - NON-FINAL ACTION - WRITTEN	80814
Jul. 13, 2006	STATEMENT OF USE PROCESSING COMPLETE	64657
Jun. 20, 2006	USE AMENDMENT FILED	64657

Jul. 12, 2006	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jun. 20, 2006	TEAS STATEMENT OF USE RECEIVED	
Jun. 03, 2006	EXTENSION 1 GRANTED	61813
May 22, 2006	EXTENSION 1 FILED	61813
May 22, 2006	TEAS EXTENSION RECEIVED	
Nov. 22, 2005	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 30, 2005	PUBLISHED FOR OPPOSITION	
Aug. 10, 2005	NOTICE OF PUBLICATION	
Apr. 25, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	68658
Apr. 22, 2005	ASSIGNED TO LIE	68658
Apr. 19, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 18, 2005	ASSIGNED TO EXAMINER	80814
Sep. 23, 2004	NEW APPLICATION ENTERED IN TRAM	

▼ Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jan. 30, 2017

▼ TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Mar. 27, 2017

▼ Assignment Abstract Of Title Information - Click to Load

▼ Proceedings - Click to Load

TSDR now includes a Post Registration Maintenance Tab. When viewing a Registered mark, users will now find a new 3rd tab providing Post Registration information next to the "Status" and "Document" tabs, below the search text box. The tab will not appear if the mark is not registered.

STATUS	DOCUMENTS	MAINTENANCE	Back to Search	Print	
Generated on: This page was generated by TSDR on 2017-06-28 16:11:05 EDT					
Mark:					
US Serial Number:	78661766	Application Filing Date:	Jun. 30, 2005		
US Registration Number:	3326377	Registration Date:	Oct. 30, 2007		
Register:	Principal				
Mark Type:	Trademark				
TM5 Common Status Descriptor:		LIVE/REGISTRATION/Issued and Active			
Status:	A Sections 8 and 15 combined declaration has been accepted and acknowledged.				
Status Date:	Nov. 15, 2013				
Publication Date:	Sep. 19, 2006	Notice of Allowance Date:	Dec. 12, 2006		
▼ Mark Information Collapse All					
Mark Literal Elements:	None				
Standard Character Claim:	No				
Mark Drawing Type:	2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)				
Color(s) Claimed:	Color is not claimed as a feature of the mark.				
Design Search Code(s):	01.15.24 - Sound waves, including designs depicting sound 02.11.07 - Hands; Fingers; Arms; Human hands, fingers, arms 20.03.05 - Cards, index; Cards, post cards; Charge cards; Christmas cards; Credit cards; File (index) cards; Greeting cards; Index cards; Postcards; Cards, greeting; Cards, credit; Cards, computer punch; QR Codes; Bar code labels; Bingo cards 26.03.01 - Ovals as carriers and single line borders				
▼ Goods and Services					
Note: The following symbols indicate that the registrant/owner has amended the goods/services:					
<ul style="list-style-type: none"> • 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:	Computer hardware; computer hardware in the nature of [magnetically encoded] smart cards containing an integrated circuit chip for electronic consumer and business payment transactions; card readers for [magnetically encoded] cards, [magnetically encoded] charge cards, bank cards, credit cards, debit cards and payment cards, all containing an integrated circuit chip for consumer and business payment transactions; telecommunications equipment, namely, transponders; computer hardware and computer software for authentication, encryption and identification in financial and sales transactions; computer security software, namely, encryption software; computer operating systems for financial transactions on computer networks				
International Class(es):	009 - Primary Class	U.S Class(es):	021, 023, 026, 036, 038		
Class Status:	ACTIVE				
Basis:	1(a)				
First Use:	Apr. 30, 2005	Use in Commerce:	May 31, 2005		
▼ 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:	EMVCo, LLC		
Owner Address:	900 Metro Center Blvd. c/o Visa Holdings, Inc. Foster City, CALIFORNIA UNITED STATES 94404		
Legal Entity Type:	LIMITED LIABILITY COMPANY	State or Country Where Organized:	DELAWARE

▼ **Attorney/Correspondence Information**

Attorney of Record

Attorney Name:	Heidi L. Sachs	Docket Number:	29498-4000.0
Attorney Primary Email Address:	pctrademarks@perkinscoie.com	Attorney Email Authorized:	Yes

Correspondent

Correspondent Name/Address:	Heidi L. Sachs PERKINS COIE LLP 1201 3RD AVE STE 4900 SEATTLE, WASHINGTON UNITED STATES 98101-3099		
Phone:	206-359-8000	Fax:	206-359-9000
Correspondent e-mail:	pctrademarks@perkinscoie.com	Correspondent e-mail Authorized:	Yes

Domestic Representative - Not Found

▼ **Prosecution History**

Date	Description	Proceeding Number
Oct. 30, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Nov. 15, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Nov. 15, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76533
Oct. 30, 2013	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	76533
Nov. 15, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76533
Oct. 30, 2013	TEAS SECTION 8 & 15 RECEIVED	
Oct. 30, 2007	REGISTERED-PRINCIPAL REGISTER	
Sep. 26, 2007	LAW OFFICE REGISTRATION REVIEW COMPLETED	69712
Sep. 25, 2007	ASSIGNED TO LIE	69712
Aug. 22, 2007	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 21, 2007	STATEMENT OF USE PROCESSING COMPLETE	71034
Aug. 21, 2007	EXTENSION 1 GRANTED	71034
Jun. 11, 2007	USE AMENDMENT FILED	71034
Jun. 11, 2007	EXTENSION 1 FILED	71034
Jun. 11, 2007	TEAS EXTENSION RECEIVED	
Jun. 11, 2007	TEAS STATEMENT OF USE RECEIVED	
Dec. 12, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 19, 2006	PUBLISHED FOR OPPOSITION	
Aug. 30, 2006	NOTICE OF PUBLICATION	
Jul. 31, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	71466
Jul. 28, 2006	ASSIGNED TO LIE	71466
Jul. 21, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 21, 2006	TEAS/EMAIL CORRESPONDENCE ENTERED	88889

Jul. 19, 2006	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 19, 2006	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 23, 2006	NON-FINAL ACTION E-MAILED	6325
Jan. 23, 2006	NON-FINAL ACTION WRITTEN	76596
Jan. 23, 2006	ASSIGNED TO EXAMINER	76596
Jul. 06, 2005	NEW APPLICATION ENTERED IN TRAM	

▼ Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

▼ TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 115

Date in Location: Nov. 15, 2013

▼ Assignment Abstract Of Title Information - Click to Load

▼ Proceedings - Click to Load

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Mark:



US Serial Number:	78662098	Application Filing Date:	Jun. 30, 2005
US Registration Number:	3345357	Registration Date:	Nov. 27, 2007
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:	A Sections 8 and 15 combined declaration has been accepted and acknowledged.		
Status Date:	Dec. 13, 2013		
Publication Date:	Sep. 26, 2006	Notice of Allowance Date:	Dec. 19, 2006

Mark Information

[Collapse All](#)

Mark Literal Elements:	None
Standard Character Claim:	No
Mark Drawing Type:	2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of an oval surrounding four curved lines of increasing size (from left to right) and a depiction of a hand, holding a rectangle, positioned on top of the right side of the oval.
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Design Search Code(s):	01.15.24 - Sound waves, including designs depicting sound 02.11.07 - Fingers; Arms; Hands; Human hands, fingers, arms 20.03.05 - Cards, index; Cards, post cards; Charge cards; Christmas cards; Credit cards; File (index) cards; Greeting cards; Index cards; Postcards; Cards, greeting; Cards, credit; Cards, computer punch; QR Codes; Bar code labels; Bingo cards 26.03.02 - Ovals, plain single line; Plain single line ovals 26.17.09 - Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved 26.17.25 - Other lines, bands or bars

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:	Financial services, namely, banking services, credit and debit card services; point of transaction services; payment and transaction authentication by means of radio frequency identification devices, namely, transponders; electronic payment processing services; providing financial information [financial management and financial records management services] ;advice relating to all the aforesaid services		
International Class(es):	036 - Primary Class	U.S Class(es):	100, 101, 102
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Apr. 30, 2005	Use in Commerce:	May 31, 2005

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
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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:	EMVCo, LLC		
Owner Address:	c/o Visa Holdings, Inc. 900 Metro Center Blvd Foster City, CALIFORNIA UNITED STATES 94404		
Legal Entity Type:	LIMITED LIABILITY COMPANY	State or Country Where Organized:	DELAWARE

Attorney/Correspondence Information

Attorney of Record			
Attorney Name:	Heidi L. Sachs	Docket Number:	29498.4000.0
Attorney Primary Email Address:	pctrademarks@perkinscoie.com	Attorney Email Authorized:	Yes
Correspondent			
Correspondent Name/Address:	Heidi L. Sachs PERKINS COIE LLP 1201 Third Avenue, Suite 4900 SEATTLE, WASHINGTON UNITED STATES 98101-3099		
Phone:	206-359-8000	Fax:	206-359-9000
Correspondent e-mail:	pctrademarks@perkinscoie.com	Correspondent e-mail Authorized:	Yes
Domestic Representative - Not Found			

Prosecution History

Date	Description	Proceeding Number
Nov. 27, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Dec. 13, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Dec. 13, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Nov. 26, 2013	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	77315
Dec. 07, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Nov. 26, 2013	TEAS SECTION 8 & 15 RECEIVED	
Nov. 27, 2007	REGISTERED-PRINCIPAL REGISTER	
Oct. 22, 2007	LAW OFFICE REGISTRATION REVIEW COMPLETED	73787
Oct. 22, 2007	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 10, 2007	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Sep. 10, 2007	NON-FINAL ACTION E-MAILED	
Sep. 10, 2007	SU - NON-FINAL ACTION - WRITTEN	80811
Aug. 29, 2007	DATA MODIFICATION COMPLETED	73787
Aug. 28, 2007	ASSIGNED TO LIE	73787
Aug. 21, 2007	STATEMENT OF USE PROCESSING COMPLETE	71034
Aug. 21, 2007	EXTENSION 1 GRANTED	71034
Jun. 19, 2007	USE AMENDMENT FILED	71034
Jun. 19, 2007	EXTENSION 1 FILED	71034
Jun. 11, 2007	TEAS EXTENSION RECEIVED	
Jun. 11, 2007	TEAS STATEMENT OF USE RECEIVED	
Dec. 19, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 26, 2006	PUBLISHED FOR OPPOSITION	

Sep. 06, 2006	NOTICE OF PUBLICATION	
Aug. 14, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	73787
Aug. 11, 2006	ASSIGNED TO LIE	73787
Aug. 04, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 21, 2006	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 19, 2006	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 19, 2006	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 22, 2006	NON-FINAL ACTION E-MAILED	6325
Jan. 22, 2006	NON-FINAL ACTION WRITTEN	80811
Jan. 22, 2006	ASSIGNED TO EXAMINER	80811
Jul. 07, 2005	NEW APPLICATION ENTERED IN TRAM	

▼ Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

▼ TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 112

Date in Location: Dec. 13, 2013

▼ Assignment Abstract Of Title Information - Click to Load

▼ Proceedings - Click to Load

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Mark:



US Serial Number:	85246450	Application Filing Date:	Feb. 18, 2011
US Registration Number:	4653111	Registration Date:	Dec. 09, 2014
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:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Dec. 09, 2014		
Publication Date:	Feb. 07, 2012	Notice of Allowance Date:	Apr. 03, 2012

Mark Information

[Collapse All](#)

Mark Literal Elements:	None
Standard Character Claim:	No
Mark Drawing Type:	2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of an oval surrounding four curved lines of increasing size (from left to right) and a depiction of a hand holding a rectangle positioned on top of the right side of the oval.
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Design Search Code(s):	01.15.24 - Sound waves, including designs depicting sound 02.11.07 - Hands; Human hands, fingers, arms; Arms; Fingers 26.03.02 - Ovals, plain single line; Plain single line ovals 26.11.02 - Plain single line rectangles; Rectangles (single line)

Related Properties Information

Claimed Ownership of US Registrations: [3204446](#), [3326377](#), [3345357](#) and others

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: Financial transaction services, namely, providing point of sale financial commercial transactions via wireless devices, handheld electronic devices, and mobile devices, namely, mobile phones, smart phones, portable media players, handheld computers, tablets, and personal digital assistants; providing payment processing services, namely, credit and debit card transaction processing via wireless devices, handheld electronic devices, and mobile devices, namely, mobile phones, smart phones, portable media players, handheld computers, tablets, and personal digital assistants

International Class(es):	036 - Primary Class	U.S Class(es):	100, 101, 102
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Sep. 2007	Use in Commerce:	Sep. 2007

▼ 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:	EMVCo, LLC		
Owner Address:	900 Metro Center Blvd. c/o Visa Holdings Foster City, CALIFORNIA UNITED STATES 94404		
Legal Entity Type:	LIMITED LIABILITY COMPANY	State or Country Where Organized:	DELAWARE

▼ Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Heidi L. Sachs	Docket Number:	29498.4500.0
Attorney Primary Email Address:	pctrademarks@perkinscoie.com	Attorney Email Authorized:	Yes

Correspondent

Correspondent Name/Address:	HEIDI L. SACHS PERKINS COIE LLP 1201 THIRD AVENUE, SUITE 4900 SEATTLE, WASHINGTON UNITED STATES 98101-3099		
Phone:	206-359-8000	Fax:	206-359-9000
Correspondent e-mail:	pctrademarks@perkinscoie.com bkristoferson@perkinscoie.com	Correspondent e-mail Authorized:	Yes

Domestic Representative - Not Found

▼ Prosecution History

Date	Description	Proceeding Number
Dec. 09, 2014	REGISTERED-PRINCIPAL REGISTER	
Nov. 04, 2014	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Nov. 01, 2014	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Oct. 30, 2014	STATEMENT OF USE PROCESSING COMPLETE	66154
Oct. 06, 2014	USE AMENDMENT FILED	66154
Oct. 06, 2014	TEAS STATEMENT OF USE RECEIVED	
Oct. 06, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 07, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 03, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 04, 2014	EXTENSION 5 GRANTED	66154
Oct. 03, 2014	EXTENSION 5 FILED	66154
Oct. 03, 2014	TEAS EXTENSION RECEIVED	
Apr. 04, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 02, 2014	EXTENSION 4 GRANTED	98765
Apr. 02, 2014	EXTENSION 4 FILED	98765
Apr. 02, 2014	TEAS EXTENSION RECEIVED	
Oct. 05, 2013	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 03, 2013	EXTENSION 3 GRANTED	98765
Oct. 03, 2013	EXTENSION 3 FILED	98765

Oct. 03, 2013	TEAS EXTENSION RECEIVED	
Apr. 19, 2013	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 18, 2013	EXTENSION 2 GRANTED	66154
Mar. 29, 2013	EXTENSION 2 FILED	66154
Apr. 18, 2013	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Mar. 29, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 29, 2013	TEAS EXTENSION RECEIVED	
Oct. 04, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 02, 2012	EXTENSION 1 GRANTED	98765
Oct. 02, 2012	EXTENSION 1 FILED	98765
Oct. 02, 2012	TEAS EXTENSION RECEIVED	
Apr. 03, 2012	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 07, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 07, 2012	PUBLISHED FOR OPPOSITION	
Jan. 18, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 05, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	66121
Jan. 03, 2012	ASSIGNED TO LIE	66121
Dec. 13, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 22, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 22, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 22, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 23, 2011	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
May 23, 2011	NON-FINAL ACTION E-MAILED	6325
May 23, 2011	NON-FINAL ACTION WRITTEN	73712
May 19, 2011	ASSIGNED TO EXAMINER	73712
Feb. 24, 2011	NOTICE OF DESIGN SEARCH CODE MAILED	
Feb. 23, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 22, 2011	NEW APPLICATION ENTERED IN TRAM	

▼ TM Staff and Location Information

TM Staff Information - None

File Location



Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Nov. 01, 2014

▼ Assignment Abstract Of Title Information - Click to Load

▼ Proceedings - Click to Load

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STATUS	DOCUMENTS	MAINTENANCE	Back to Search	Print
Generated on: This page was generated by TSDR on 2017-06-28 16:13:04 EDT				
Mark:				
				
US Serial Number:	86292640	Application Filing Date:	May 27, 2014	
US Registration Number:	4973708	Registration Date:	Jun. 07, 2016	
Register:	Principal			
Mark Type:	Trademark			
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active			
	The trademark application has been registered with the Office.			
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.			
Status Date:	Jun. 07, 2016			
Publication Date:	Feb. 03, 2015	Notice of Allowance Date:	Mar. 31, 2015	
Mark Information Collapse All				
Mark Literal Elements:	None			
Standard Character Claim:	No			
Mark Drawing Type:	2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)			
Description of Mark:	The mark consists of four curved lines of increasing size (from left to right).			
Color(s) Claimed:	Color is not claimed as a feature of the mark.			
Design Search Code(s):	26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s) 26.17.09 - Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved			
Related Properties Information				
Claimed Ownership of US Registrations:	3160180 , 3204446 , 3326377 and others			
Goods and Services				
Note:	The following symbols indicate that the registrant/owner has amended the goods/services: <ul style="list-style-type: none"> • 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:	Apparatus and instruments for communication; blank machine readable data carriers; electronic, RFID and NFC enabled tags, smart tags, stickers, markers, decals and labels for goods; computer software for the reading, identification and authentication of NFC and RFID tags, smart tags, stickers, markers, decals and labels; microchips; microcircuits, integrated circuits; transponders; transponder readers and writers; wireless, RFID and NFC devices, namely, readers, writers and scanners; electronic encryption and tokenization apparatus; electronic encryption and tokenization units; electronic data encryption and tokenization apparatus; computer software for encryption and tokenization			
International Class(es):	009 - Primary Class	U.S Class(es):	021, 023, 026, 036, 038	
Class Status:	ACTIVE			
Basis:	1(a)			
First Use:	Dec. 31, 2005	Use in Commerce:	Dec. 31, 2005	

▼ 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: EMVCo, LLC	
Owner Address: 900 Metro Center Blvd. c/o Visa Holdings Foster City, CALIFORNIA UNITED STATES 94404	
Legal Entity Type: LIMITED LIABILITY COMPANY	State or Country Where Organized: DELAWARE

▼ Attorney/Correspondence Information

Attorney of Record

Attorney Name: Patchen M. Haggerty	Docket Number: 29498.4300.0
Attorney Primary Email Address: pctrademarks@perkinscoie.com	Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: PATCHEN M. HAGGERTY PERKINS COIE LLP 1201 3RD AVE STE 4900 SEATTLE, WASHINGTON UNITED STATES 98101-3099	
Phone: 206.359.8000	Fax: 206.359.9000
Correspondent e-mail: pctrademarks@perkinscoie.com	Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

▼ Prosecution History

Date	Description	Proceeding Number
Jun. 07, 2016	REGISTERED-PRINCIPAL REGISTER	
May 04, 2016	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
May 03, 2016	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 27, 2016	STATEMENT OF USE PROCESSING COMPLETE	70565
Apr. 21, 2016	USE AMENDMENT FILED	70565
Apr. 21, 2016	TEAS STATEMENT OF USE RECEIVED	
Apr. 02, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 01, 2016	EXTENSION 2 GRANTED	70565
Feb. 29, 2016	EXTENSION 2 FILED	70565
Mar. 30, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	70565
Mar. 30, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76569
Feb. 29, 2016	TEAS EXTENSION RECEIVED	
Sep. 23, 2015	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Sep. 21, 2015	EXTENSION 1 GRANTED	98765
Sep. 21, 2015	EXTENSION 1 FILED	98765
Sep. 21, 2015	TEAS EXTENSION RECEIVED	
Mar. 31, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 03, 2015		

	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 03, 2015	PUBLISHED FOR OPPOSITION	
Jan. 14, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 31, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	74221
Dec. 31, 2014	ASSIGNED TO LIE	74221
Dec. 13, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 13, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Dec. 13, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Dec. 13, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Dec. 13, 2014	EXAMINERS AMENDMENT -WRITTEN	83190
Sep. 18, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 18, 2014	NON-FINAL ACTION E-MAILED	6325
Sep. 18, 2014	NON-FINAL ACTION WRITTEN	83190
Sep. 09, 2014	ASSIGNED TO EXAMINER	83190
Jun. 10, 2014	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Jun. 09, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 30, 2014	NEW APPLICATION ENTERED IN TRAM	

▼ **TM Staff and Location Information**

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: May 03, 2016

▼ **Assignment Abstract Of Title Information - Click to Load**

▼ **Proceedings - Click to Load**

EXHIBIT 2

TSDR now includes a Post Registration Maintenance Tab. When viewing a Registered mark, users will now find a new 3rd tab providing Post Registration information next to the "Status" and "Document" tabs, below the search text box. The tab will not appear if the mark is not registered.

STATUS	DOCUMENTS	Back to Search	Print
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Generated on: This page was generated by TSDR on 2017-06-28 16:14:40 EDT

Mark:



US Serial Number: 85246474 **Application Filing Date:** Feb. 18, 2011

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:  LIVE/APPLICATION/Under Examination

The trademark application has been accepted by the Office (has met the minimum filing requirements) and that this application has been assigned to an examiner.

Status: A final Office action has been sent (issued) to the applicant after review of the Statement of Use. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Status Date: Feb. 06, 2017

Publication Date: Jun. 25, 2013 **Notice of Allowance Date:** Aug. 20, 2013

▼ Mark Information

[▲ Collapse All](#)

Mark Literal Elements: None

Standard Character Claim: No

Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of four curved lines of increasing size (from left to right).

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 01.15.24 - Sound waves, including designs depicting sound

▼ Related Properties Information

Claimed Ownership of US Registrations: [3204446](#), [3326377](#), [3345357](#) and others

▼ 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: Entertainment admission venue access control services, namely, verification of admission ticket validity upon presentation of tickets at an entertainment venue

International Class(es): 035 - Primary Class **U.S Class(es):** 100, 101, 102

Class Status: ACTIVE

Basis: 1(b)

First Use: Mar. 25, 2015 **Use in Commerce:** Mar. 25, 2015

For: Financial transaction services, namely, providing point of sale financial commercial transactions via wireless devices, handheld electronic devices, and mobile devices, namely, mobile phones, smart phones, portable media players, handheld computers, tablets, and personal digital assistants; providing payment processing services, namely, credit and debit card transaction processing via wireless devices, handheld electronic devices, and mobile devices, namely, mobile phones, smart phones, portable media players, handheld computers, tablets, and personal digital assistants

International Class(es):	036 - Primary Class	U.S Class(es):	100, 101, 102
Class Status:	ACTIVE		
Basis:	1(b)		
First Use:	Mar. 25, 2015	Use in Commerce:	Mar. 25, 2015
For:	Transportation information and travel information services; verification of travel reservation services; providing automated check-in travel ticketing verification services		
International Class(es):	039 - Primary Class	U.S Class(es):	100, 105
Class Status:	ACTIVE		
Basis:	1(b)		
First Use:	Mar. 25, 2015	Use in Commerce:	Mar. 25, 2015
For:	Entertainment services, namely, ticket reservations and booking services for entertainment, sporting, and cultural events		
International Class(es):	041 - Primary Class	U.S Class(es):	100, 101, 107
Class Status:	ACTIVE		
Basis:	1(b)		
First Use:	Mar. 25, 2015	Use in Commerce:	Mar. 25, 2015
For:	Scientific and technological services, namely, design and development of computer hardware and software; technical verification and authentication of RFID cards and readers		
International Class(es):	042 - Primary Class	U.S Class(es):	100, 101
Class Status:	ACTIVE		
Basis:	1(b)		
First Use:	Mar. 25, 2015	Use in Commerce:	Mar. 25, 2015
For:	Identification authentication services, namely, providing authentication of personal identification information; age identification services, namely, providing authentication of age identification information		
International Class(es):	045 - Primary Class	U.S Class(es):	100, 101
Class Status:	ACTIVE		
Basis:	1(b)		
First Use:	Mar. 25, 2015	Use in Commerce:	Mar. 25, 2015

▼ Basis Information (Case Level)

Filed Use:	No	Currently Use:	No	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	Yes	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:	EMVCo, LLC		
Owner Address:	900 Metro Center Blvd. c/o Visa Holdings Foster City, CALIFORNIA UNITED STATES 94404		
Legal Entity Type:	LIMITED LIABILITY COMPANY	State or Country Where Organized:	DELAWARE

▼ Attorney/Correspondence Information

Attorney of Record			
Attorney Name:	Heidi L. Sachs	Docket Number:	29498-4000.0
Attorney Primary Email Address:	ptrademarks@perkinscoie.com	Attorney Email Authorized:	Yes
Correspondent			

Correspondent Name/Address:	HEIDI L. SACHS PERKINS COIE LLP 1201 Third Avenue, Suite 4900 SEATTLE, WASHINGTON UNITED STATES 98101-3099		
Phone:	206-359-8000	Fax:	206-359-9000
Correspondent e-mail:	pctrademarks@perkinscoie.com	Correspondent e-mail Authorized:	Yes

Domestic Representative - Not Found

▼ Prosecution History

Date	Description	Proceeding Number
Feb. 06, 2017	NOTIFICATION OF FINAL REFUSAL EMAILED	
Feb. 06, 2017	FINAL REFUSAL E-MAILED	
Feb. 06, 2017	SU - FINAL REFUSAL - WRITTEN	73712
Jan. 12, 2017	TEAS/EMAIL CORRESPONDENCE ENTERED	68171
Jan. 12, 2017	CORRESPONDENCE RECEIVED IN LAW OFFICE	68171
Jan. 06, 2017	ASSIGNED TO LIE	68171
Dec. 12, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 10, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Jun. 10, 2016	NON-FINAL ACTION E-MAILED	
Jun. 10, 2016	SU - NON-FINAL ACTION - WRITTEN	73712
May 05, 2016	STATEMENT OF USE PROCESSING COMPLETE	66230
Apr. 21, 2016	USE AMENDMENT FILED	66230
Apr. 21, 2016	TEAS STATEMENT OF USE RECEIVED	
Feb. 23, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Feb. 19, 2016	EXTENSION 5 GRANTED	98765
Feb. 19, 2016	EXTENSION 5 FILED	98765
Feb. 19, 2016	TEAS EXTENSION RECEIVED	
Aug. 22, 2015	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Aug. 20, 2015	EXTENSION 4 GRANTED	98765
Aug. 20, 2015	EXTENSION 4 FILED	98765
Aug. 20, 2015	TEAS EXTENSION RECEIVED	
Feb. 17, 2015	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Feb. 13, 2015	EXTENSION 3 GRANTED	98765
Feb. 13, 2015	EXTENSION 3 FILED	98765
Feb. 13, 2015	TEAS EXTENSION RECEIVED	
Aug. 21, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Aug. 19, 2014	EXTENSION 2 GRANTED	98765
Aug. 19, 2014	EXTENSION 2 FILED	98765
Aug. 19, 2014	TEAS EXTENSION RECEIVED	
Mar. 18, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Mar. 17, 2014	EXTENSION 1 GRANTED	66230
Feb. 20, 2014	EXTENSION 1 FILED	66230
Mar. 14, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Feb. 20, 2014	TEAS EXTENSION RECEIVED	
Feb. 20, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 20, 2013	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 25, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jun. 25, 2013	PUBLISHED FOR OPPOSITION	
Jun. 05, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
May 20, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	70629
May 17, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	

Dec. 14, 2012	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	70629
Jun. 14, 2012	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	70629
Jun. 14, 2012	ASSIGNED TO LIE	70629
Dec. 13, 2011	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Dec. 13, 2011	LETTER OF SUSPENSION E-MAILED	6332
Dec. 13, 2011	SUSPENSION LETTER WRITTEN	73712
Nov. 22, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 22, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 22, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 23, 2011	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
May 23, 2011	NON-FINAL ACTION E-MAILED	6325
May 23, 2011	NON-FINAL ACTION WRITTEN	73712
May 19, 2011	ASSIGNED TO EXAMINER	73712
Feb. 24, 2011	NOTICE OF DESIGN SEARCH CODE MAILED	
Feb. 23, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 22, 2011	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: TURNER, JASON FITZGERA

Law Office Assigned: LAW OFFICE 108

File Location

Current Location: TMEG LAW OFFICE 108 - EXAMINING ATTORNEY ASSIGNED

Date in Location: Feb. 06, 2017

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