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

Proceeding	91241866
Party	Defendant Alibaba Group Holding Limited
Correspondence Address	JEFFREY L. COSTELLIA NIXON PEABODY LLP 799 9TH STREET NW SUITE 500 WASHINGTON, DC 20001 UNITED STATES Primary Email: jcostellia@nixonpeabody.com Secondary Email(s): was.managing.clerk@nixonpeabody.com, nptm@nixonpeabody.com, larnold@nixonpeabody.com 202-585-8000
Submission	Motion to Suspend for Settlement Discussions
Filer's Name	Lauren J Arnold
Filer's email	was.managing.clerk@nixonpeabody.com, nptm@nixonpeabody.com, larnold@nixonpeabody.com, aburton@nixonpeabody.com
Signature	/Lauren J. Arnold/
Date	08/19/2020
Attachments	90 day consent motion.pdf(298391 bytes )

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

In the Matter of:

Application Serial Nos. 86/171,229 and 86/171,237

Mark: SESAME and 芝麻 (SESAME in Chinese characters)

Published in the Official Gazette: December 19, 2017 and January 9, 2018

_____	)	
Credit Sesame, Inc.	)	
	)	
Opposer,	)	
	)	
v.	)	Opposition No. 91241866
	)	Appl. Serial Nos.: 86/171,229
Advanced New Technologies Co., Ltd,	))	86/171,237
	)	
Applicant.	)	
_____	)	

**CONSENTED MOTION TO SUSPEND and**

**REQUEST TO UPDATE APPLICANT ENTITY PER ASSIGNMENT RECORDED**

Applicant, Advanced New Technologies Co., Ltd. (the subject Applications have been assigned from Alibaba Group Holding Limited on May 27, 2020 and recorded with the USPTO on June 16, 2020 at Reel/Frame 6971/0325), upon the written consent of Opposer’s counsel obtained via email on August 17, 2020, hereby moves the Board to suspend the above-captioned proceedings for ninety (90) days. This suspension is requested on the grounds that the parties are engaged in settlement discussions. As the purpose of this suspension is to facilitate good faith settlement negotiations, this request is not filed for the purpose of improper delay.

Good cause exists. The Parties have informally come to an understanding about broad settlement terms, have exchanged drafts of a final Agreement, and have discussed particular provisions of the drafts. The Parties believe that they will be able to finalize the details of the

Agreement within the 90-day suspension period. Any further suspensions or extensions requested will be to finalize terms, execute the Agreement, and act on any obligations of the Agreement before concluding the proceedings. In light of the Parties' belief that an agreement can be reached and executed and the matter resolved shortly thereafter, it is in the interest of judicial efficiency to grant the Parties' suspension request.

As required by the Board's July 27, 2020 Board Order requiring the Parties to set forth a progress report, the Parties set forth the following efforts which have been made toward settlement:

**(1) all dates on which the Parties communicated, and the method of each communication (e.g. telephone conferences, emails, in-person meetings):** The Parties have continuously corresponded via phone, email, and in person dating back to at least March 6, 2018 to work toward resolution of this matter. Among other correspondence via email and phone, Parties' counsel met in person to discuss the matter on May 22, 2019, and continued to correspond via email on July 16 and July 17, 2019 where the Parties discussed proposed settlement terms and confirmed a general alignment between the Parties on the terms, and that a draft written Agreement from Opposer would be forthcoming. On September 26, 2019, Opponent forwarded a draft Agreement, and the Parties corresponded via email throughout the rest of 2019 as the foreign-based Applicant considered the terms and the holidays (both U.S. and Asian) approached. Applicant forwarded comments and proposed revisions on February 6, 2020, and the Parties' counsel discussed the same over the phone on February 10, 2020. The parties continued to correspond in February to address extensions and progress reports needed and then again in April when the Opponent forwarded proposed revisions to the Agreement and comments on the same on April 7, 2020. In view of the COVID-19 pandemic and the Hong Kong location of Applicant's core personnel related to this matter, Applicant has needed

additional time to consider terms of the draft Agreement. The Parties' counsel further corresponded on June 15, 16, and 17, 2020 discussing the above reasons for the delay and agreeing to further suspend the proceedings, again in early August related to status updates in view of the same, and on August 12 when Applicant forwarded substantive comments and revisions to the Agreement. The parties corresponded via counsel on August 17 regarding consent to the instant motion.

**(2) the general nature of each communication:** As discussed above, the Parties have discussed intended amicable resolution of the matter, the nature of each Party's goods and services and use of the respective marks, settlement terms, alignment on particular terms, and now continue to negotiate specific provisions of an Agreement.

**(3) the issues that have been resolved:** The Parties have informally agreed upon general settlement terms, the intricacies and wording of which are still being worked through in the current draft Agreement. The Parties continue to remain optimistic that the dispute can be resolved without further Board proceedings;

**(4) the issues that remain to be resolved or that remain for trial:** The Parties are still working through settlement terms, but expect that the matter will be able to be resolved via terms outside of Board proceedings; and

**(5) a proposed timetable for resolution of the remaining issues:** The Parties hope that the settlement terms should be resolved within the requested 90-day suspension period, with possible further delays in view of the pandemic. Any further suspensions or extensions requested would be to finalize all terms and act on any obligations of the ultimate Agreement before concluding the proceedings.

Opposer has specifically consented to the suspension requested herein. In light of the expected settlement, the requested suspension will allow the Parties the opportunity to conclude this matter without further proceedings.

In the event that this Motion is not granted, Applicant respectfully requests additional time to file its Answer.

**Additionally**, Applicant hereby formally requests entering of its assigned entity, Advanced New Technologies Co., Ltd., into the record as the official Applicant party to the captioned proceeding, as reflected in the USPTO Assignment records (but not yet updated on TSDR). As mentioned above, the Assignment has been recorded with the USPTO at 6971/0325.

Dated: August 19, 2020

Respectfully submitted,

**NIXON PEABODY LLP**

by: /Lauren J. Arnold/  
Jeffrey L. Costellia  
Lauren J. Arnold

Nixon Peabody LLP  
799 9<sup>th</sup> Street, N.W., Suite 500  
Washington, D.C. 20001  
202-585-8000 (Phone)  
202-585-8080 (Facsimile)  
[nptm@nixonpeabody.com](mailto:nptm@nixonpeabody.com)  
[was.managing.clerk@nixonpeabody.com](mailto:was.managing.clerk@nixonpeabody.com)  
*Counsel for Applicant*

**CERTIFICATE OF SERVICE**

I hereby certify that on August 19, 2020 I caused to be served via electronic mail a true and correct copy of the foregoing Consented Motion to Extend, upon the following:

Paul C. Llewellyn  
Palak Parikh Mayani  
ARNOLD & PORTER KAYE SCHOLER LLP  
601 Massachusetts Ave.  
Washington, DC 20001  
[trademarkdocketing@arnoldporter.com](mailto:trademarkdocketing@arnoldporter.com)  
[paul.llewellyn@arnoldporter.com](mailto:paul.llewellyn@arnoldporter.com)  
[elisabeth.richards@arnoldporter.com](mailto:elisabeth.richards@arnoldporter.com)  
[palak.mayani@arnoldporter.com](mailto:palak.mayani@arnoldporter.com)

/Lauren J. Arnold/\_\_\_\_\_

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