ESTTA Tracking number: **ESTTA1073463**
Filing date: **08/07/2020**

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	The Prudential Insurance Company of America
Granted to Date of previous extension	08/09/2020
Address	751 BROAD STREET NEWARK, NJ 07102 UNITED STATES

Attorney information	WENDY C. LARSON PIRKEY BARBER PLLC 1801 EAST 6TH STREET, SUITE 300 AUSTIN, TX 78702 UNITED STATES Primary Email: wlarson@pirkeybarber.com Secondary Email(s): ckindel@pirkeybarber.com, estafki@pirkeybarber.com, eolson@pirkeybarber.com, tmcentral@pirkeybarber.com 512.322.5200
Docket Number	

Applicant Information

Application No.	88331365	Publication date	02/11/2020
Opposition Filing Date	08/07/2020	Opposition Period Ends	08/09/2020
Applicant	GH III Management, L.L.C., 5120 WOODWAY DRIVE, SUITE 5020 HOUSTON, TX 77056 UNITED STATES		

Goods/Services Affected by Opposition

Class 035. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Business management of insurance agencies and brokers on an outsourcing basis; Providing insurance agent referrals; Providing sales leads for the automotive finance and insurance industries; Providing a pricing program in the field of property and casualty insurance through which members of designated associations, organizations, and groups may be offered or granted downward adjustments in the premiums for such insurance
Class 036. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Agencies in the field of bonds and other securities; Insurance services, namely, writing property and casualty insurance; Insurance administration; Insurance agencies; Insurance agency and brokerage;Insurance consultancy; Insurance consultation; Insurance information; Insurancepremium rate computing; Mortgage banking; Mortgage brokerage; Mortgage lending;Mortgage refinancing; Providing detailed information regarding avail-

able insurance products for commercial property andcasualty, professional and personal lines; Providing information regarding workers' compensation insurance policy rates; Providing insurance premium rate quotes via on-line, telephone and mail means;Providing a website featuring educational information in the field of business insurance; Real estate escrow services; Real estate title insurance underwritingservices
Class 045. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Closing services for mortgage loans; Real estate settlement services; Title searching

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
False suggestion of a connection with persons, living or dead, institutions, beliefs, or national symbols, or brings them into contempt, or disrep-ute	Trademark Act Section 2(a)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	501706	Application Date	07/30/1947
Registration Date	08/17/1948	Foreign Priority Date	NONE
Word Mark	THE PRUDENTIAL HAS THE STRENGTH OF GIBRALTAR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 1896/00/00 First Use In Commerce: 1896/00/00 SERVICES IN PROVIDING INDIVIDUAL AND GROUP LIFE INSURANCE PROTECTION		

U.S. Registration No.	615490	Application Date	01/31/1955
Registration Date	11/01/1955	Foreign Priority Date	NONE
Word Mark	THE PRUDENTIAL HAS THE STRENGTH OF GIBRALTAR		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 1948/12/08 First Use In Commerce: 1948/12/08 PROVIDING INDIVIDUAL AND GROUP LIFE INSURANCE PROTECTION		

U.S. Registration No.	792738	Application Date	08/10/1964
Registration Date	07/13/1965	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 1964/06/01 First Use In Commerce: 1964/06/01 PROVIDING INDIVIDUAL AND GROUP LIFE ANDHEALTH INSURANCE PRO-		

	TECTION, AND ANNUITIES

U.S. Registration No.	961764	Application Date	04/20/1972
Registration Date	06/19/1973	Foreign Priority Date	NONE
Word Mark	"OWN A PIECE OF THE ROCK"		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 1970/06/00 First Use In Commerce: 1970/06/00 PROVIDING INDIVIDUAL AND GROUP LIFE ANDSICKNESS AND ACCIDENT INSURANCE PROTECTION AND ANNUITIES		

U.S. Registration No.	961765	Application Date	04/20/1972
Registration Date	06/19/1973	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U102 (International Class 035, 036). First use: First Use: 1896/00/00 First Use In Commerce: 1896/00/00 PROVIDING ALL FORMS OF INSURANCE PROTECTION INCLUDING LIFE, HEALTH, ANNUITIES, [PROPERTY AND CASUALTY] AND REINSURANCE;ALSO ADMINISTRATIVE SERVICES, CORPORATION FINANCING AND MORTGAGE LENDING SERVICES, SERVICES IN CONNECTION WITH INVESTMENTS, SECURITIES AND REAL ESTATE AND OTHER ACTIVITIES ENGAGED IN BY THE COMPANY DIRECTLY OR THROUGH SUBSIDIARIES		

U.S. Registration No.	1121163	Application Date	02/07/1977
Registration Date	06/26/1979	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 1976/09/11 First Use In Commerce: 1976/09/11 PROVIDING ALL FORMS OF INSURANCE PROTECTION AND SERVICES INCIDENTAL THERETO, INCLUDING LIFE, HEALTH, ANNUITIES, AND PENSION AND PROFIT SHARING FUNDS, PROPERTY AND CASUALTY AND REINSURANCE; ALSO INDEPENDENT ADMINISTRATIVE SERVICES OF THE TYPE PERFORMED IN THE NORMAL CONDUCT OF ITS INSURANCE OR ANNUITY OPERATIONS INCLUDING CONSULTATIVE, ACTUARIAL, DATA PROCESSING, ACCOUNTING AND CLAIMS SERVICES; CORPORATION FINANCING AND MORTGAGE LENDING SERVICES; AND INVESTMENT SERVICES INCLUDING THE PURCHASE AND SALE OF REAL ESTATE AND SECURITIES IN CONNECTION WITH FUND MANAGEMENT; ALL OF WHICH ARE ENGAGED IN BY THE APPLICANT DIRECTLY OR THROUGH SUBSIDIARES		

U.S. Registration No.	1580456	Application Date	05/10/1989
Registration Date	01/30/1990	Foreign Priority Date	NONE
Word Mark	PRUDENTIAL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1989/01/00 First Use In Commerce: 1989/01/00 ADMINISTRATIVE SERVICES, namely, DATA PROCESSING IN THE FIELD OF INSURANCE CLAIMS ADMINISTRATION AND ACCOUNTING SERVICES FOR OTHERS [; AND REAL ESTATE BROKERAGE FRANCHISE SERVICES, NAMELY, OFFERING TECHNICAL ADVICE AND ASSISTANCE TO OTHERS IN THE ESTABLISHMENT AND OPERATION OF REAL ESTATE BROKERAGES] Class 036. First use: First Use: 1989/01/02 First Use In Commerce: 1989/01/02 INSURANCE UNDERWRITING, ADMINISTRATION AND AGENCY SERVICES FOR LIFE, HEALTH, ANNUITIES, PENSION AND PROFIT SHARING FUNDS, [PROPERTY AND CASUALTY AND] REINSURANCE; INDEPENDENT ADMINISTRATIVE SERVICES OF THE TYPE PERFORMED IN THE NORMAL CONDUCT OF INSURANCE OR ANNUITY OPERATIONS, namely, CONSULTATIVE, ACTUARIAL AND CLAIMS SERVICES; CORPORATION FINANCING SERVICES; MORTGAGE LENDING, ORIGINATION ANDADMINISTRATION SERVICES; PRIVATE AND PUBLIC SALES OF LOAN AND LOAN PORTFOLIOS; [BANKING SERVICES; CREDIT CARD AND DEBIT CARD SERVICES;] REAL ESTATE LEASING, BROKERAGE AND MANAGEMENT SERVICES; INVESTING THE FUNDS OF OTHERS IN AGRICULTURE;INVESTMENT MANAGEMENT SERVICES; PORTFOLIO ASSET MANAGEMENT SERVICES; THE PURCHASE AND SALE OF REAL ESTATE, SECURITIES AND COMMODITIES FOR OTHERS OR IN CONNECTION WITH FUND MANAGEMENT; AND SECURITIES AND COMMODITIES BROKERAGE AND UNDERWRITING SERVICES Class 037. First use: First Use: 1989/02/06 First Use In Commerce: 1989/02/06 [REAL ESTATE DEVELOPMENT SERVICES, namely, PLANNING, LAYING OUT AND CONSTRUCTION OF RESIDENTIAL, COMMERCIAL AND INDUSTRIAL PROPERTIES FOR OTHERS] Class 042. First use: First Use: 1989/01/00 First Use In Commerce: 1989/01/00 PROVIDING HEALTH CARE SERVICES TO OTHER		

U.S. Registration No.	1616000	Application Date	05/10/1989
Registration Date	10/02/1990	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1989/01/00 First Use In Commerce: 1989/01/00 ADMINISTRATIVE SERVICES, namely, DATA PROCESSING IN THE FIELD OF INSURANCE CLAIMS ADMINISTRATION AND ACCOUNTING SERVICES FOR OTHERS [; AND REAL ESTATE BROKERAGE FRANCHISE SERVICES, NAMELY, OFFERING TECHNICAL ADVICE AND ASSISTANCE TO OTHERS IN THE ESTABLISHMENT AND OPERATION OF REAL ESTATE BROKERAGES]		

	Class 036. First use: First Use: 1989/01/02 First Use In Commerce: 1989/01/02 INSURANCE UNDERWRITING, ADMINISTRATION AND AGENCY SERVICES FOR LIFE, HEALTH, ANNUITIES, PENSION AND PROFIT SHARING FUNDS, PROPERTY AND CASUALTY AND REINSURANCE; INDEPENDENT ADMINISTRATIVE SERVICES OFTHE TYPE PERFORMED IN THE NORMAL CONDUCT OF INSURANCE OR ANNUITY OPERATIONS, namely, CONSULTATIVE, ACTUARIAL AND CLAIMSSERVICES; CORPORATION FINANCING SERVICES; MORTGAGE LENDING, ORIGINATION AND ADMINISTRATION SERVICES; PRIVATE AND PUBLICSALES OF LOANS AND LOAN PORTFOLIOS; [BANKING SERVICES; CREDIT CARD AND DEBIT CARD SERVICES;] REAL ESTATE LEASING, BROKERAGE AND MANAGEMENT SERVICES; INVESTING THE FUNDS OF OTHERS IN AGRICULTURE; INVESTMENT MANAGEMENT SERVICES; PORTFOLIO ASSET MANAGEMENT SERVICES; THE PURCHASE AND SALE OF REAL ESTATE, SECURITIES AND COMMODITIES FOR OTHERS OR IN CONNECTION WITH FUND MANAGEMENT; AND SECURITIES ANDCOMMODITIES BROKERAGE AND UNDERWRITING SERVICES Class 037. First use: First Use: 1989/02/06 First Use In Commerce: 1989/02/06 [REAL ESTATE DEVELOPMENT SERVICES, namely, PLANNING, LAYING OUT AND CONSTRUCTION OF RESIDENTIAL, COMMERCIAL AND INDUSTRIAL PROPERTIES FOR OTHERS] Class 042. First use: First Use: 1989/01/00 First Use In Commerce: 1989/01/00 [PROVIDING HEALTH CARE SERVICES TO OTHERS]

U.S. Registration No.	2110034	Application Date	09/30/1996
Registration Date	10/28/1997	Foreign Priority Date	NONE
Word Mark	PRUDENTIAL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 1996/05/04 First Use In Commerce: 1996/05/04 [providing all forms of insurance protection and services incidental therefor,namely, life, health, annuities, pension and profit sharing funds and property and casualty; corporation financing; private and public offering of loans and loan portfolios,] [real estate brokerageservices;] real * estate * leasing andmanagement; [investment management services;] investment advice and providinginformation in the fields of insurance,real estate and financial services via a global computer network [; investmentbanking; capital investment services; securities and commodities brokerage and underwriting; and financial clearing house services]		

U.S. Registration No.	4942629	Application Date	02/10/2015
Registration Date	04/19/2016	Foreign Priority Date	NONE
Word Mark	PGIM		
Design Mark			
Description of Mark	The mark consists of a rock design and the letters "PGIM".		
Goods/Services	Class 036. First use: First Use: 2016/01/04 First Use In Commerce: 2016/01/04 Global distribution of investment products; private and public equity and debt investment services; mutual fund services, namely, establishing mutual funds		

	forothers, mutual fund distribution and mutual fund investment; private placement financing services; mortgage financing services; mezzanine debt financing services; investment portfolio management and analysis services; real estate investment services; administration, underwritingand marketing of commingled, open-end equity real estate funds and single client accounts; consulting and advisory services related to all the foregoing services

U.S. Registration No.	5857624	Application Date	04/03/2019
Registration Date	09/10/2019	Foreign Priority Date	NONE
Word Mark	PRUDENTIAL		
Design Mark			
Description of Mark	The mark consists of a rock design within a circle placed to the left of the stylized word "PRUDENTIAL".		
Goods/Services	Class 036. First use: First Use: 1996/05/04 First Use In Commerce: 1996/05/04 Insurance and financial services, namely, financial investment in the field of retirement plans and defined contribution plans, and administration of retirement plans and defined contribution plans; financial investment advisory services; financial planning for retirement; insurance underwriting and administration in the field of group annuities; pension fund and retirement plan financial management services; investment of pension and retirement funds for others; financial administration of employee pension and retirement plans; financial administrationof employee benefit plans concerning insurance and finance; investment banking services; capital investment consultation services; securities and commodities brokerage and underwriting services; financial portfolio asset management services; investment advisory and management services; financial information provided by electronic means; retirement services for plan participants in the nature of providing engagement programs, namely, advising plan participants to engage in saving and planning for retirement and financial wellness, providing investment advice, financial planning, and asset allocation services, namely, financial assetmanagement		

U.S. Registration No.	1443527	Application Date	11/13/1986
Registration Date	06/16/1987	Foreign Priority Date	NONE
Word Mark	ROCK SOLID		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1986/10/14 First Use In Commerce: 1986/10/14 [ADMINISTRATIVE SERVICES, NAMELY, DATAPROCESSING AND ACCOUNTING SERVICES FOR OTHERS] Class 036. First use: First Use: 1985/07/12 First Use In Commerce: 1985/07/12 INSURANCE UNDERWRITING, ADMINISTRATION AND AGENCY SERVICES FOR LIFE, HEALTH, ANNUITIES, PENSION AND PROFIT SHARING FUNDS, PROPERTY AND CASUALTY AND REINSURANCE; INDEPENDENT ADMINISTRATIVE SERVICES OFTHE TYPE PERFORMED IN THE NORMAL CONDUCT OF INSURANCE OR ANNUITY OPERATIONS, NAMELY CONSULTATIVE, ACTUARIAL AND CLAIMS SERVICES; CORPORATION FINANCING; MORTGAGE ORIGINATION AND ADMINISTRATION; PRIVATE AND PUBLIC SALES OF LOANS AND LOAN PORTFOLIOS; REAL ESTATE LEASING AND MANAGEMENT; AGRICULTURAL INVESTMENT; PORTFOLIO ASSET MAN-		

	AGEMENT; THE PURCHASE AND SALE OF REAL ESTATE, SECURITIES AND COMMODITIES FOR OTHERS OR IN CONNECTION WITH FUNDMANAGEMENT; AND SECURITIES AND COMMODITIES BROKERAGE SERVICES AND UNDERWRITING SERVICES Class 037. First use: First Use: 1986/10/14 First Use In Commerce: 1986/10/14 [REAL ESTATE DEVELOPMENT SERVICES, NAMELY PLANNING, LAYING OUT AND CONSTRUCTIONOF REAL ESTATE FOR OTHERS]

U.S. Registration No.	2497699	Application Date	12/03/1999
Registration Date	10/16/2001	Foreign Priority Date	NONE
Word Mark	ROCK SOLID IN REAL ESTATE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1992/10/00 First Use In Commerce: 1992/10/00 Real estate brokerage franchise services, namely, offering technical advice andassistance to others in the establishment and operation of real estate brokerages; referral services in the field of real estate; personnel, business and employee relocation services; providing information in the field of relocation by means of a global computer network		

U.S. Registration No.	2497700	Application Date	12/03/1999
Registration Date	10/16/2001	Foreign Priority Date	NONE
Word Mark	ROCK SOLID IN REAL ESTATE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 1992/10/00 First Use In Commerce: 1992/10/00 Real estate brokerage services; real estate leasing and management services; mortgage brokerage services; insurance consultation services; providing information in the field of real estate by means of a global computer network		

Attachments	Notice of Opposition.pdf(4972976 bytes)

Signature	/WCL/
Name	Wendy C. Larson
Date	08/07/2020

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

In Re Serial No. 88/331,365	§	
Mark: **THE GIBRALTAR GROUP**	§	
Filed: March 8, 2019	§	
Published: February 11, 2020	§	
	§	
The Prudential Insurance Company	§	
of America,	§	
	§	
Opposer,	§	
	§	
v.	§	Opposition No. _____
	§	
GH III Management, L.L.C.,	§	
	§	
Applicant.	§	

NOTICE OF OPPOSITION

Opposer The Prudential Insurance Company of America ("Prudential") believes it will be damaged by registration of the mark shown in Ser. No. 88/331,365. Prudential brings this opposition under 15 U.S.C. § 1052(a) and (d), asserting priority and a likelihood of confusion and false suggestion of a connection.

THE PARTIES

1. Prudential is a New Jersey corporation with an address of 751 Broad Street, Newark, New Jersey 07102.

2. According to PTO records, GH III Management, L.L.C. ("Applicant") is a Texas limited liability company with an address of 5120 Woodway Drive, Suite 5020, Houston, Texas 77056.

FACTS

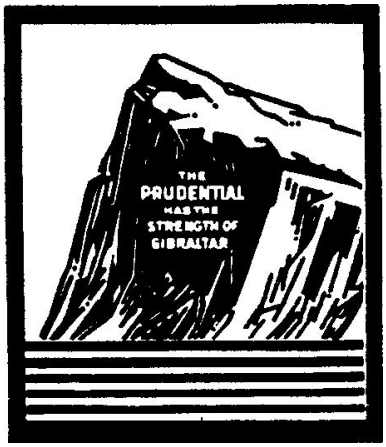
Prudential's Marks

3. Prudential is a global leader in the financial services and insurance industry.

4. For over 120 years, and continuing to the present, Prudential has used design marks that incorporate an image of the Rock of Gibraltar as its company symbol in connection with advertising and promoting its financial services and business offerings. Prudential has used variations of the Gibraltar logo, and each variation prominently features the iconic summit of the Rock of Gibraltar. Examples are shown below:

5. For many years, Prudential has also used the mark PRUDENTIAL with an image of the Rock of Gibraltar in connection with insurance and financial services. The pairing of the Rock of Gibraltar design with the PRUDENTIAL mark further cements the association between Prudential and the Rock of Gibraltar. An example of Prudential's marks containing these elements is shown below:

6. Starting in 1896, Prudential has used marks that include the word "Gibraltar," such as THE PRUDENTIAL HAS THE STRENGTH OF GIBRALTAR. Examples of such marks are shown below.



7. Prudential has also used "Gibraltar" formative names and marks for discrete business offerings from time to time; for example, in 2014 Prudential's affiliated company launched GIBRALTAR VENTURES to explore, develop and invest in new strategies to advance retirement and financial security.

8. Due to Prudential's longstanding and continuous use of these marks and names discussed above (collectively, the "Gibraltar Marks") Prudential has developed strong trademark rights and goodwill in "Gibraltar."

9. Carrying forward the theme of the Rock of Gibraltar, Prudential also owns numerous ROCK formative marks including ROCK SOLID and ROCK SOLID IN REAL ESTATE (the "ROCK Marks").

10. In addition to its extensive common law rights, Prudential owns the following federal registrations, among others, for its Gibraltar and ROCK Marks:

Mark/Name/RN	Goods/Services	Registration Date
THE PRUDENTIAL HAS THE STRENGTH OF GIBRALTAR & Design	Class 36: services in providing individual and group life insurance protection	August 17, 1948

Mark/Name/RN	Goods/Services	Registration Date
RN: 501706		
THE PRUDENTIAL HAS THE STRENGTH OF GIBRALTAR & Design RN: 615490	Class 36: providing individual and group life insurance protection	November 1, 1955
RN: 792738	Class 36: providing individual and group life and health insurance protection, and annuities	July 13, 1965
"OWN A PIECE OF THE ROCK" & Design RN: 961764	Class 36: providing individual and group life and sickness and accident insurance protection and annuities	June 19, 1973
RN: 961765	Classes 35, 36: providing all forms of insurance protection including life, health, annuities, [property and casualty] and reinsurance; also administrative services, corporation financing and mortgage lending services, services in connection with investments, securities and real estate and other activities engaged in by the company directly or through subsidiaries	June 19, 1973

Mark/Name/RN	Goods/Services	Registration Date
RN: 1121163	Class 36: providing all forms of insurance protection and services incidental thereto, including life, health, annuities, and pension and profit sharing funds, property and casualty and reinsurance; also independent administrative services of the type performed in the normal conduct of its insurance or annuity operations including consultative, actuarial, data processing, accounting and claims services; corporation financing and mortgage lending services; and investment services including the purchase and sale of real estate and securities in connection with fund management; all of which are engaged in by the applicant directly or through subsidiaries	June 26, 1979
PRUDENTIAL & Design Prudential RN: 1580456	Class 35: administrative services, namely, data processing in the field of insurance claims administration and accounting services for others Class 36: insurance underwriting, administration and agency services for life, health, annuities, pension and profit sharing funds, reinsurance; independent administrative services of the type performed in the normal conduct of insurance or annuity operations, namely, consultative, actuarial and claims services; corporation financing services; mortgage lending, origination and administration services; private and public sales of loan and loan portfolios; real estate leasing, brokerage and management services; investing the funds of others in agriculture; investment management services; portfolio asset management services; the purchase and sale of real estate, securities and commodities for others or in connection with fund management; and securities and commodities brokerage and underwriting services Class 42: providing health care services to other	January 30, 1990
RN: 1616000	Class 35: administrative services, namely, data processing in the field of insurance claims administration and accounting services for others... Class 36: insurance underwriting, administration and agency services for life, health, annuities, pension and profit sharing funds, property and casualty and reinsurance; independent administrative services of the type performed in the normal conduct of insurance or annuity operations, namely, consultative, actuarial and claims services; corporation financing services; mortgage lending, origination and administration services; private and public sales of loans and loan portfolios; real estate leasing, brokerage and management services; investing the funds of others in agriculture; investment management services; portfolio asset management services; the purchase and sale of real estate, securities and commodities for others or in connection with fund management; and securities and commodities brokerage and underwriting services	October 2, 1990

Mark/Name/RN	Goods/Services	Registration Date
PRUDENTIAL & Design Prudential RN: 2110034	Class 36: real * estate * leasing and management; investment advice and providing information in the fields of insurance, real estate and financial services via a global computer network	October 28, 1997
PGIM & Design PGIM RN: 4942629	Class 36: global distribution of investment products; private and public equity and debt investment services; mutual fund services, namely, establishing mutual funds for others, mutual fund distribution and mutual fund investment; private placement financing services; mortgage financing services; mezzanine debt financing services; investment portfolio management and analysis services; real estate investment services; administration, underwriting and marketing of commingled, open-end equity real estate funds and single client accounts; consulting and advisory services related to all the foregoing services	April 19, 2016
PRUDENTIAL & Design Prudential RN: 5857624	Class 36: Insurance and financial services, namely, financial investment in the field of retirement plans and defined contribution plans, and administration of retirement plans and defined contribution plans; financial investment advisory services; financial planning for retirement; insurance underwriting and administration in the field of group annuities; pension fund and retirement plan financial management services; investment of pension and retirement funds for others; financial administration of employee pension and retirement plans; financial administration of employee benefit plans concerning insurance and finance; investment banking services; capital investment consultation services; securities and commodities brokerage and underwriting services; financial portfolio asset management services; investment advisory and management services; financial information provided by electronic means; retirement services for plan participants in the nature of providing engagement programs, namely, advising plan participants to engage in saving and planning for retirement and financial wellness, providing investment advice, financial planning, and asset allocation services, namely, financial asset management	September 10, 2019
ROCK SOLID RN: 1443527	Class 36: Insurance underwriting, administration and agency services for life, health, annuities, pension and profit sharing funds, property and casualty and reinsurance; independent administrative services of the type performed in the normal conduct of insurance or annuity operations, namely consultative, actuarial and claims services; corporate financing; mortgage origination and administration; private and public sales of loans and loan portfolios; real estate leasing and	June 16, 1987

Mark/Name/RN	Goods/Services	Registration Date
	management; agricultural investment; portfolio asset management; the purchase and sale of real estate, securities and commodities for others or in connection with fund management; and securities and commodities brokerage services and underwriting services.	
ROCK SOLID IN REAL ESTATE RN: 2497699	Class 35: Real estate brokerage franchise services, namely, offering technical advice and assistance to others in the establishment and operation of real estate brokerages; referral services in the field of real estate; personnel, business and employee relocation services; providing information in the field of relocation by means of a global computer network.	October 16, 2001
ROCK SOLID IN REAL ESTATE RN: 2497700	Class 36: Real estate brokerage services; real estate leasing and management services; mortgage brokerage services; insurance consultation services; providing information in the field of real estate by means of a global computer network.	October 16, 2001

11. These registrations are valid and subsisting, and all except Reg. Nos. 4942629 and 5857624 have obtained incontestable status under 15 U.S.C. § 1065. Printouts from the TSDR database and copies of registration certificates for each of the above registrations are attached as **Exhibit A.**

12. In addition to its federal trademark registrations, Prudential owns numerous state trademark registrations for its Gibraltar Marks, including those listed in the table below.

State	Mark/Name/AN/RN	Class	Registration Date
Delaware	THE PRUDENTIAL HAS THE STRENGTH OF GIBRALTAR & Design RN: DE 16473	Class 36	August 7, 1981
Indiana	ROCK OF GIBRALTAR & Design RN: IN 2001-0324	Class 36	June 7, 2001
Nebraska	ROCK OF GIBRALTAR RN: NE 10026470	Class 36	August 7, 2001

Applicant and Its Confusingly Similar Mark

13. Applicant's predecessor in interest, Greater Houston III, L.P., was a franchisee of Prudential's affiliate The Prudential Real Estate Affiliates Inc. from 2000 through approximately 2012. As a franchisee, it was licensed to use Prudential's name "Prudential" in connection with certain services, among other names and marks owned by Prudential.

14. As a franchisee, Applicant's predecessor was contractually prohibited from using unlicensed names and marks owned by Prudential, including the Gibraltar Mark, as well as other Gibraltar formative names and marks.

15. As a franchisee, Applicant's predecessor not only had actual awareness of Prudential's rights in the Gibraltar marks but was contractually bound not to use the Gibraltar Mark, as well as other Gibraltar formative names and marks.

16. On information and belief, Applicant assumed all obligations of its predecessor-in-interest when the entities merged in 2012.

17. On information and belief, Applicant and its predecessor-in-interest share the same managing member and officers.

18. Applicant has applied to register THE GIBRALTAR GROUP ("Applicant's Mark") for "Business management of insurance agencies and brokers on an outsourcing basis; Providing insurance agent referrals; Providing sales leads for the automotive finance and insurance industries; Providing a pricing program in the field of property and casualty insurance through which members of designated associations, organizations, and groups may be offered or granted downward adjustments in the premiums for such insurance" in Class 35; "Agencies in the field of bonds and other securities; Insurance services, namely, writing property and casualty insurance; Insurance administration; Insurance agencies; Insurance agency and brokerage; Insurance

consultancy; Insurance consultation; Insurance information; Insurance premium rate computing; Mortgage banking; Mortgage brokerage; Mortgage lending; Mortgage refinancing; Providing detailed information regarding available insurance products for commercial property and casualty, professional and personal lines; Providing information regarding workers' compensation insurance policy rates; Providing insurance premium rate quotes via on-line, telephone and mail means; Providing a website featuring educational information in the field of business insurance; Real estate escrow services; Real estate title insurance underwriting services" in Class 36; and "Closing services for mortgage loans; Real estate settlement services; Title searching" in Class 45.

19. Applicant filed its Application on March 8, 2019 on an intent-to-use basis. This date is after Prudential began use of its Gibraltar Marks, and in the case of certain of the Gibraltar Marks, post-dates Prudential's use by over a century.

20. Applicant uses the term "ROCK SOLID" in connection with its marketing associated with the mark THE GIBRALTAR GROUP. See **Exhibit B**.

21. Applicant's Mark is confusingly similar to Prudential's Gibraltar Marks.

22. The parties' services are highly related if not identical.

23. The parties' services travel through similar, likely-to-continue trade channels.

24. Particularly considering Applicant's predecessor's history as a franchisee of Prudential's associated company, and Applicant's use of Prudential's registered mark ROCK SOLID in connection with its marketing associated with its Mark, among other facts, it is evident Applicant selected its Mark in bad faith and with the intent to create an association with Prudential.

FIRST GROUND FOR OPPOSITION – PRIORITY AND LIKELIHOOD OF CONFUSION (15 U.S.C. § 1052(d))

25. Prudential incorporates and re-asserts the allegations above.

26. Prudential has undisputed priority over Applicant.

27. Applicant's bad-faith use and registration of Applicant's Mark is likely to cause confusion, to cause mistake, or to deceive with Prudential's Gibraltar Marks. Consumers are likely to perceive some connection, sponsorship, or affiliation between Applicant and Prudential or their respective services, when in fact there is none.

28. The Application should thus be refused registration under 15 U.S.C. § 1052(d).

SECOND GROUND FOR OPPOSITION – FALSE SUGGESTION OF A CONNECTION / DECEPTIVENESS (15 U.S.C. § 1052(a))

29. Prudential incorporates and re-asserts the allegations above.

30. Applicant's Mark is the same as, or a close approximation of, a name or identity previously and/or currently used by Prudential.

31. Applicant's Mark would be recognized as such, in that it points uniquely and unmistakably to Prudential.

32. Prudential is not connected with the activities or services performed by Applicant under the mark.

33. The fame or reputation of Prudential is such that, when Applicant's Mark is used with the applicant's goods or services, a connection with Prudential would be presumed.

34. Applicant's Mark falsely suggests a connection with Prudential. Accordingly, registration of Applicant's Mark should be refused under 15 U.S.C. § 1052(a).

STANDING

35. Prudential incorporates and re-asserts the allegations above.

36. Prudential is likely to suffer damage if the application proceeds to registration. The resulting registration would give Applicant legal rights in a mark confusingly similar to the Gibraltar Marks inconsistent with Prudential's rights.

CONCLUSION

37. Prudential asks the Board to sustain the opposition, enter judgment for Prudential, and refuse the registration.

This Notice of Opposition is being filed electronically along with the filing fee required by 37 C.F.R. § 2.6. The Commissioner is authorized to draw on the deposit account of Pirkey Barber PLLC, Account No. 50-3924/PRUD226/WCL, if there is any problem with the processing of the electronically submitted fee.

Respectfully submitted,

/Wendy C. Larson/

Wendy C. Larson
Christopher M. Kindel
Elizabeth Stafki
PIRKEY BARBER PLLC
1801 East 6th Street, Suite 300
Austin, TX 78702
Telephone: (512) 322-5200

ATTORNEYS FOR PRUDENTIAL

EXHIBIT A

Int. Cl.: 36

Prior U.S. Cl.: 102

United States Patent and Trademark Office

Renewal

Reg. No. 501,706
Registered Aug. 17, 1948
OG Date Dec. 20, 1988

SERVICE MARK
PRINCIPAL REGISTER

?RUDENTIAL INSURANCE COMPANY OF AMERICA, THE (NEW JERSEY CORPORATION)
PRUDENTIAL PLAZA
745 BROAD STREET
NEWARK, NJ 07101

FOR: SERVICES IN PROVIDING INDIVIDUAL AND GROUP LIFE INSURANCE PROTECTION, IN CLASS 102 (INT. CL. 36).

FIRST USE 0-0-1896; IN COMMERCE 0-0-1896.

SER. NO. 530,018, FILED 7-30-1947.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Dec. 20, 1988.

COMMISSIONER OF PATENTS AND TRADEMARKS

Registered Aug. 17, 1948

Registration No. 501,706

PROPERTY OF THE U S PATENT OFFICE
NOT TO BE TAKEN FROM THE FILES

PRINCIPAL REGISTER
Service Mark

UNITED STATES PATENT OFFICE

The Prudential Insurance Company of America,
Newark, N. J.

Act of 1946

Application July 30, 1947, Serial No. 530,018

(Statement)

The Prudential Insurance Company of America, a corporation duly organized under the laws of the State of New Jersey, located in the city of Newark, county of Essex and State of New Jersey, and doing business at 763 Broad Street, in said city, has adopted and is using the service mark shown in the accompanying drawing, for SERVICES IN PROVIDING INDIVIDUAL AND GROUP LIFE INSURANCE PROTECTION, in Class 55, Services, and presents herewith five specimens showing the service mark as actually used in connection with the sale or advertising of such services; the service mark being used as follows: in printed advertisements in periodicals, in literature issued by the Company, on insurance policies, and otherwise, and requests that the same be registered in the United States Patent Office on the Principal Register in accordance with the act of July 5, 1946.

The service mark was first used about 1896, and first used in the sale or advertising of services and services rendered in commerce among the several States which may be lawfully regulated by Congress, about 1896.

(Declaration)

George E. Potter, being duly sworn, deposes and says that he is vice-president of The Prudential Insurance Company of America, the applicant named in the foregoing statement; that he believes said corporation is the owner of the service mark which is in use in commerce among the several States; that no other person, firm, corporation or association, to the best of his knowledge and belief, has the right to use such service mark in commerce which may be lawfully regulated by Congress either in the identical form thereof, or in such near resemblance thereto as might be calculated to deceive; that the drawing and description truly represent the service mark sought to be registered; that the specimens show the service mark as actually used in connection with the sale or advertising of services, and that the facts set forth in the statement are true.

THE PRUDENTIAL INSURANCE
COMPANY OF AMERICA,
By GEORGE E. POTTER,
Vice-President.

For assistance with TSDR, email **teas@uspto.gov** and include your serial number, the document you are looking for, and a screenshot of any error messages you have received.

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Generated on:	This page was generated by TSDR on 2020-08-07 10:03:19 EDT
Mark:	THE PRUDENTIAL HAS THE STRENGTH OF GIBRALTAR

US Serial Number:	71530018	**Application Filing Date:**	Jul. 30, 1947
US Registration Number:	501706	**Registration Date:**	Aug. 17, 1948
Register:	Principal		
Mark Type:	Service Mark		
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic		
Status:	The registration has been renewed.		
Status Date:	Nov. 24, 2017		

Mark Information

Collapse All

Mark Literal Elements:	THE PRUDENTIAL HAS THE STRENGTH OF GIBRALTAR
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Design Search Code(s):	06.01.01 - Cliffs; Quarries; Rocks; Walls of rock 06.01.04 - Mountains (landscapes); Scenery with mountains 06.03.01 - Beaches; Coastlines; Shores 06.03.25 - Marinas 26.01.01 - Circles as carriers or as single line borders

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:	SERVICES IN PROVIDING INDIVIDUAL AND GROUP LIFE INSURANCE PROTECTION		
International Class(es):	036	**U.S Class(es):**	102 - Pri

Privacy - Terms

Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	1896	**Use in Commerce:**	1896

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes
Filed ITU:	No	**Currently ITU:**	No
Filed 44D:	No	**Currently 44E:**	No
Filed 44E:	No	**Currently 66A:**	No
Filed 66A:	No	**Currently No Basis:**	No
Filed No Basis:	No		

Current Owner(s) Information

Owner Name:	PRUDENTIAL INSURANCE COMPANY OF AMERICA,THE		
Owner Address:	751 BROAD STREET NEWARK, NEW JERSEY UNITED STATES 07102		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	NEW JERSEY

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Dorothy von Hollen		
Attorney Primary Email Address:	karen.powers@prudential.com	**Attorney Email Authorized:**	Yes

Correspondent

Correspondent Name/Address:	Dorothy von Hollen The Prudential Insurance Company of America 213 Washington Street - Mezzanine Newark, NEW JERSEY UNITED STATES 07102		
Phone:	973-367-7105	**Fax:**	973-367-7121
Correspondent e-mail:	karen.powers@prudential.com pru.tm@prudential.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 24, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Nov. 24, 2017	REGISTERED AND RENEWED (FOURTH RENEWAL - 10 YRS)	76533
Nov. 24, 2017	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76533

Privacy - Terms

Nov. 21, 2017	TEAS SECTION 8 & 9 RECEIVED	
Aug. 17, 2017	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jan. 14, 2010	NOTICE OF SUIT	
Jan. 26, 2009	CASE FILE IN TICRS	
Dec. 08, 2007	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	76533
Dec. 08, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Nov. 20, 2007	ASSIGNED TO PARALEGAL	76533
Nov. 15, 2007	TEAS SECTION 8 & 9 RECEIVED	
Mar. 04, 2002	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 17, 1988	REGISTERED AND RENEWED (SECOND RENEWAL - 20 YRS)	
Apr. 19, 1988	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Aug. 17, 1968	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	GENERIC WEB UPDATE	**Date in Location:**	Nov. 24, 2017

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

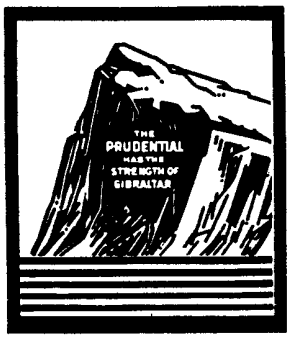
Privacy - Terms

United States Patent Office

615,490
Registered Nov. 1, 1955

PRINCIPAL REGISTER
Service Mark

Ser. No. 680,794, filed Jan. 31, 1955



The Prudential Insurance Company of America (New Jersey corporation)
763 Broad St.

For: PROVIDING INDIVIDUAL AND GROUP LIFE INSURANCE PROTECTION, in CLASS 102.
First used Dec. 8, 1948, and in commerce Dec. 8

Newark, N. J.

First used Dec. 6, 1948, and in commerce Dec. 6, 1948; and about 1896 as to the representation of the Rock of Gibraltar and the words "The Prudential Has the Strength of Gibraltar."

Owner of Reg. No. 501,706.

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Generated on:	This page was generated by TSDR on 2020-08-07 10:04:06 EDT
Mark:	THE PRUDENTIAL HAS THE STRENGTH OF GIBRALTAR
US Serial Number:	71680794
Application Filing Date:	Jan. 31, 1955
US Registration Number:	615490
Registration Date:	Nov. 01, 1955
Register:	Principal
Mark Type:	Service Mark
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic
Status:	The registration has been renewed.
Status Date:	Jun. 09, 2015

Mark Information

Collapse All

Mark Literal Elements:	THE PRUDENTIAL HAS THE STRENGTH OF GIBRALTAR
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Design Search Code(s):	06.01.01 - Cliffs; Quarries; Rocks; Walls of rock 06.01.04 - Mountains (landscapes); Scenery with mountains 06.03.01 - Beaches; Shores; Coastlines 06.03.25 - Marinas 26.11.02 - Plain single line rectangles; Rectangles (single line) 26.11.12 - Rectangles with bars, bands and lines

Related Properties Information

Claimed Ownership of US Registrations:	0501706

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

Privacy - Terms

- Asterisks *..* identify additional (new) wording in the goods/services.

For:	PROVIDING INDIVIDUAL AND GROUP LIFE INSURANCE PROTECTION		
International Class(es):	036	**U.S Class(es):**	102 - Primary Class
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Dec. 08, 1948	**Use in Commerce:**	Dec. 08, 1948
Used Anywhere in Another Form:	AND ABOUT 1896 AS TO THE REPRESENTATION OF THE ROCK OF GIBRALTAR AND THE WORDS "THE PRUDENTIAL HAS THE STRENGTH OF GIBRALTER."	**Used in Commerce in Another Form:**	AND ABOUT 1896 AS REPRESENTATION C GIBRALTAR AND THE PRUDENTIAL HAS TH GIBRALTER."

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes
Filed ITU:	No	**Currently ITU:**	No
Filed 44D:	No	**Currently 44E:**	No
Filed 44E:	No	**Currently 66A:**	No
Filed 66A:	No	**Currently No Basis:**	No
Filed No Basis:	No		

Current Owner(s) Information

Owner Name:	PRUDENTIAL INSURANCE COMPANY OF AMERICA, THE		
Owner Address:	751 BROAD STREET NEWARK, NEW JERSEY UNITED STATES 07102		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	NEW JERSEY

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Dorothy von Hollen		
Attorney Primary Email Address:	karen.powers@prudential.com	**Attorney Email Authorized:**	Yes

Correspondent

Correspondent Name/Address:	Dorothy von Hollen THE PRUDENTIAL INSURANCE COMPANY OF AMERICA 213 Washington Street Mezzanine - IP Department NEWARK, NEW JERSEY UNITED STATES 07102		
Phone:	973-367-7105	**Fax:**	973-367-
Correspondent e-mail:	pru.tm@prudential.com karen.powers@prudential.com	**Correspondent e-mail Authorized:**	Yes

Privacy - Terms

	dolly.vonhollen@prudential.com		

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jun. 09, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jun. 09, 2015	REGISTERED AND RENEWED (FOURTH RENEWAL - 10 YRS)	75184
Jun. 09, 2015	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75184
Jun. 08, 2015	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Dec. 10, 2014	POST REGISTRATION ACTION MAILED - SEC. 8 & 9	75184
Dec. 09, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75184
Nov. 19, 2014	TEAS SECTION 8 & 9 RECEIVED	
Jun. 01, 2005	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	
Jun. 01, 2005	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jun. 01, 2005	ASSIGNED TO PARALEGAL	75184
Apr. 28, 2005	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Apr. 28, 2005	TEAS SECTION 8 & 9 RECEIVED	
Mar. 04, 2002	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 07, 1996	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
Nov. 17, 1995	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Nov. 01, 1975	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	GENERIC WEB UPDATE	**Date in Location:**	Jun. 09, 2015

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

Privacy - Terms

United States Patent Office

792,738
Registered July 13, 1965

PRINCIPAL REGISTER
Service Mark

Ser. No. 199,610, filed Aug. 10, 1964

The Prudential Insurance Company of America (New Jersey corporation)
745 Broad St.
Newark, N.J.

For: PROVIDING INDIVIDUAL AND GROUP LIFE AND HEALTH INSURANCE PROTECTION, AND ANNUITIES, in CLASS 102.

First use June 1, 1964; in commerce June 1, 1964; about 1896 in a different form.

Owner of Reg. Nos. 501,706, 615,490, and 693,628.

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Mark:	

US Serial Number:	72199610	**Application Filing Date:**	Aug. 10, 1964
US Registration Number:	792738	**Registration Date:**	Jul. 13, 1965

Register:	Principal
Mark Type:	Service Mark
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic
Status:	The registration has been renewed.
Status Date:	Nov. 25, 2014

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)
Design Search Code(s):	06.01.01 - Cliffs; Quarries; Rocks; Walls of rock 06.03.01 - Beaches; Coastlines; Shores 26.01.01 - Circles as carriers or as single line borders

Related Properties Information

Claimed Ownership of US Registrations:	0501706, 0615490, 0693628

Goods and Services

Note:

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

- Brackets [..] indicate deleted goods/services;

Privacy - Terms

- 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:	PROVIDING INDIVIDUAL AND GROUP LIFE AND HEALTH INSURANCE PROTECTION, AND ANNUITIE		
International Class(es):	036	**U.S Class(es):**	102 - Primary Class
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Jun. 01, 1964	**Use in Commerce:**	Jun. 01, 1964
Used Anywhere in Another Form:	ABOUT 1896 IN A DIFFERENT FORM. .	**Used in Commerce in Another Form:**	ABOUT 1896 IN A DIF

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes
Filed ITU:	No	**Currently ITU:**	No
Filed 44D:	No	**Currently 44E:**	No
Filed 44E:	No	**Currently 66A:**	No
Filed 66A:	No	**Currently No Basis:**	No
Filed No Basis:	No		

Current Owner(s) Information

Owner Name:	PRUDENTIAL INSURANCE COMPANY OF AMERICA,THE		
Owner Address:	751 BROAD ST. NEWARK, NEW JERSEY UNITED STATES 07102		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	NEW JERSEY

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Dorothy von Hollen		
Attorney Primary Email Address:	pru.tm@prudential.com	**Attorney Email Authorized:**	Yes

Correspondent

Correspondent Name/Address:	Dorothy von Hollen THE PRUDENTIAL INSURANCE COMPANY OF AMERICA 213 Washington Street Mezzanine - IP Department NEWARK, NEW JERSEY UNITED STATES 07102		
Phone:	973-367-7105	**Fax:**	973-367-7121
Correspondent e-mail:	pru.tm@prudential.com karen.powers@prudential.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Privacy - Terms

Prosecution History

Date	Description	Proceeding Number
Nov. 25, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Nov. 25, 2014	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	67603
Nov. 25, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	67603
Nov. 17, 2014	TEAS SECTION 8 & 9 RECEIVED	
Jan. 14, 2010	NOTICE OF SUIT	
Aug. 25, 2005	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
Aug. 25, 2005	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Aug. 24, 2005	ASSIGNED TO PARALEGAL	67603
Jun. 06, 2005	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jun. 06, 2005	TEAS SECTION 8 & 9 RECEIVED	
Mar. 04, 2002	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 13, 1985	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	
Jul. 12, 1985	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	GENERIC WEB UPDATE	**Date in Location:**	Nov. 25, 2014

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Privacy - Terms

United States Patent Office

961,764

Registered June 19, 1973

PRINCIPAL REGISTER
Service Mark

Ser. No. 421,992, filed Apr. 20, 1972

"OWN
A PIECE
OF THE ROCK"

The Prudential Insurance Company of America (New Jersey corporation)
Prudential Plaza
Newark, N.J. 07101

For: PROVIDING INDIVIDUAL AND GROUP LIFE AND SICKNESS AND ACCIDENT INSURANCE PROTECTION AND ANNUITIES, in CLASS 102 (INT. CL. 36).

First use June 1970; in commerce June 1970.

Owner of Reg. Nos. 501,706, 792,738, and others.

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Mark:	"OWN A PIECE OF THE ROCK"

US Serial Number:	72421992	**Application Filing Date:**	Apr. 20, 1972
US Registration Number:	961764	**Registration Date:**	Jun. 19, 1973
Register:	Principal		
Mark Type:	Service Mark		
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic		
Status:	The registration has been renewed.		
Status Date:	May 30, 2013		

Mark Information

Collapse All

Mark Literal Elements:	"OWN A PIECE OF THE ROCK"
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Design Search Code(s):	06.01.01 - Cliffs; Quarries; Rocks; Walls of rock 06.03.25 - Marinas 26.01.01 - Circles as carriers or as single line borders

Related Properties Information

Claimed Ownership of US Registrations:	**0501706**, **0792738** and others

Goods and Services

Note:

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

- Brackets [..] indicate deleted goods/services;

Privacy - Terms

- 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:	PROVIDING INDIVIDUAL AND GROUP LIFE AND SICKNESS AND ACCIDENT INSURANCE PROTECTI		
International Class(es):	036	**U.S Class(es):**	102 - Primary Class
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Jun. 1970	**Use in Commerce:**	Jun. 1970

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes
Filed ITU:	No	**Currently ITU:**	No
Filed 44D:	No	**Currently 44E:**	No
Filed 44E:	No	**Currently 66A:**	No
Filed 66A:	No	**Currently No Basis:**	No
Filed No Basis:	No		

Current Owner(s) Information

Owner Name:	PRUDENTIAL INSURANCE COMPANY OF AMERICA , THE		
Owner Address:	751 BROAD STREET NEWARK, NEW JERSEY UNITED STATES 07102		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	NEW JERSEY

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Dorothy von Hollen		
Attorney Primary Email Address:	diego.jara@prudential.com	**Attorney Email Authorized:**	Yes

Correspondent

Correspondent Name/Address:	Dorothy von Hollen The Prudential Insurance Company of America 751 Broad Street NEWARK, NEW JERSEY UNITED STATES 07102		
Phone:	973-367-7107	**Fax:**	973-367-7121
Correspondent e-mail:	diego.jara@prudential.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number

Privacy - Terms

May 30, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
May 30, 2013	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	66607
May 30, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	66607
May 29, 2013	TEAS SECTION 8 & 9 RECEIVED	
May 29, 2013	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
May 29, 2013	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 27, 2008	CASE FILE IN TICRS	
Jun. 20, 2003	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
Jun. 20, 2003	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Apr. 25, 2003	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Apr. 25, 2003	TEAS SECTION 8 & 9 RECEIVED	
Mar. 08, 2002	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 30, 1993	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Jul. 18, 1993	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Apr. 02, 1979	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	GENERIC WEB UPDATE	**Date in Location:**	May 30, 2013

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

Privacy - Terms

Int. Cl.: 36

Prior U.S. Cl.: 102

United States Patent and Trademark Office

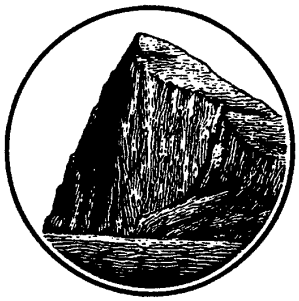
10 Year Renewal

Reg. No. 961,765

Registered June 19, 1973

Renewal Term Begins June 19, 1993

SERVICE MARK
PRINCIPAL REGISTER



PRUDENTIAL INSURANCE COMPANY OF AMERICA, THE (NEW JERSEY CORPORATION)
751 BROAD STREET
NEWARK, NJ 07102

OWNER OF U.S. REG. NOS. 501,706, 792,738 AND OTHERS.

FOR: PROVIDING ALL FORMS OF INSURANCE PROTECTION INCLUDING LIFE, HEALTH, ANNUITIES, PROPERTY AND CASUALTY AND REINSURANCE; ALSO ADMINISTRATIVE SERVICES, CORPORATION FINANCING AND MORTGAGE LENDING SERVICES, SERVICES IN CONNECTION WITH INVESTMENTS, SECURITIES AND REAL ESTATE AND OTHER ACTIVITIES ENGAGED IN BY THE COMPANY DIRECTLY OR THROUGH SUBSIDIARIES, IN CLASS 102 (INT. CL. 36).

FIRST USE 0-0-1896; IN COMMERCE 0-0-1896.

SER. NO. 72-422,008, FILED 4-20-1972.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Aug. 3, 1993.

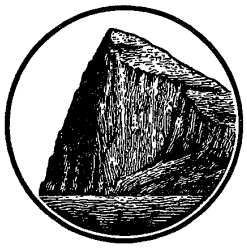
COMMISSIONER OF PATENTS AND TRADEMARKS

United States Patent Office

961,765
Registered June 19, 1973

PRINCIPAL REGISTER
Service Mark

Ser. No. 422,008, filed Apr. 20, 1972



The Prudential Insurance Company of America (New Jersey corporation)
Prudential Plaza
Newark, N.J. 07101

For: PROVIDING ALL FORMS OF INSURANCE PROTECTION INCLUDING LIFE, HEALTH, ANNUITIES, PROPERTY AND CASUALTY AND REINSURANCE; ALSO ADMINISTRATIVE SERVICES, CORPORATION FINANCING AND MORTGAGE LENDING SERVICES, SERVICES IN CONNECTION WITH INVESTMENTS, SECURITIES AND REAL ESTATE AND OTHER ACTIVITIES ENGAGED IN BY THE COMPANY DIRECTLY OR THROUGH SUBSIDIARIES, in CLASS 102 (INT. CL. 36).

First use about 1896; in commerce about 1896.

Owner of Reg. Nos. 501,706, 792,738, and others.

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Generated on:	This page was generated by TSDR on 2020-08-07 10:04:56 EDT
Mark:	

US Serial Number:	72422008	**Application Filing Date:**	Apr. 20, 1972
US Registration Number:	961765	**Registration Date:**	Jun. 19, 1973

Register:	Principal
Mark Type:	Service Mark
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic
Status:	The registration has been renewed.
Status Date:	Jun. 01, 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)
Design Search Code(s):	06.01.01 - Cliffs; Quarries; Rocks; Walls of rock 06.03.25 - Marinas 26.01.01 - Circles as carriers or as single line borders

Related Properties Information

Claimed Ownership of US Registrations:	**0501706**, **0792738** and others

Goods and Services

Note:

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

- Brackets [..] indicate deleted goods/services;

Privacy - Terms

- 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:	PROVIDING ALL FORMS OF INSURANCE PROTECTION INCLUDING LIFE, HEALTH, ANNUITIES, [PRO AND REINSURANCE; ALSO ADMINISTRATIVE SERVICES, CORPORATION FINANCING AND MORTGA SERVICES IN CONNECTION WITH INVESTMENTS, SECURITIES AND REAL ESTATE AND OTHER AC THE COMPANY DIRECTLY OR THROUGH SUBSIDIARIES		
International Class(es):	035, 036	**U.S Class(es):**	102 - Primary Class
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	1896	**Use in Commerce:**	1896

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes
Filed ITU:	No	**Currently ITU:**	No
Filed 44D:	No	**Currently 44E:**	No
Filed 44E:	No	**Currently 66A:**	No
Filed 66A:	No	**Currently No Basis:**	No
Filed No Basis:	No		

Current Owner(s) Information

Owner Name:	PRUDENTIAL INSURANCE COMPANY OF AMERICA , THE		
Owner Address:	751 BROAD STREET NEWARK, NEW JERSEY UNITED STATES 07102		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	NEW JERSEY

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Dorothy von Hollen		
Attorney Primary Email Address:	diego.jara@prudential.com	**Attorney Email Authorized:**	Yes

Correspondent

Correspondent Name/Address:	Dorothy von Hollen The Prudential Insurance Company of America 213 Washington Street - Mezz Newark, NEW JERSEY UNITED STATES 07109		
Phone:	973-367-7107	**Fax:**	973-367-7121
Correspondent e-mail:	diego.jara@prudential.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Privacy - Terms

Prosecution History

Date	Description	Proceeding Number
May 31, 2013	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
May 31, 2013	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 01, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jun. 01, 2013	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	66607
Jun. 01, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	66607
May 31, 2013	TEAS SECTION 8 & 9 RECEIVED	
Jan. 14, 2010	NOTICE OF SUIT	
Sep. 03, 2008	CASE FILE IN TICRS	
Jun. 20, 2003	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
Jun. 20, 2003	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Apr. 25, 2003	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Apr. 25, 2003	TEAS SECTION 8 & 9 RECEIVED	
Mar. 04, 2002	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 28, 1993	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
May 28, 1993	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
May 28, 1993	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
May 25, 1993	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Jun. 23, 1993	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
May 25, 1993	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
May 28, 1993	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Feb. 27, 1979	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	GENERIC WEB UPDATE	**Date in Location:**	Jun. 01, 2013

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

Privacy - Terms

Int. Cl.: 36

Prior U.S. Cl.: 102

United States Patent and Trademark Office

Reg. No. 1,121,163

Registered June 26, 1979

SERVICE MARK

Principal Register

The Prudential Insurance Company of America (New Jersey corporation)
Prudential Plaza
Newark, N.J. 07101

For: PROVIDING ALL FORMS OF INSURANCE PROTECTION AND SERVICES INCIDENTAL THERETO, INCLUDING LIFE, HEALTH, ANNUITIES, AND PENSION AND PROFIT SHARING FUNDS, PROPERTY AND CASUALTY AND REINSURANCE; ALSO INDEPENDENT ADMINISTRATIVE SERVICES OF THE TYPE PERFORMED IN THE NORMAL CONDUCT OF ITS INSURANCE OR ANNUITY OPERATIONS INCLUDING CONSULTATIVE, ACTUARIAL, DATA PROCESSING, ACCOUNTING AND CLAIMS SERVICES; CORPORATION FINANCING AND MORTGAGE LENDING SERVICES; AND INVESTMENT SERVICES INCLUDING THE PURCHASE AND SALE OF REAL ESTATE AND SECURITIES IN CONNECTION WITH FUND MANAGEMENT; ALL OF WHICH ARE ENGAGED IN BY THE APPLICANT DIRECTLY OR THROUGH SUBSIDIARES, in CLASS 36 (U.S. CL. 102).

First use at least as early as Sept. 11, 1976; in commerce at least as early as Sept. 11, 1976.

Owner of Reg. Nos. 501,190, 961,765 and others.

Ser. No. 114,969, filed Feb. 7, 1977.

MARK HARRISON, Examiner

For assistance with TSDR, email **teas@uspto.gov** and include your serial number, the document you are looking for, and a screenshot of any error messages you have received.

STATUS | DOCUMENTS | MAINTENANCE | Back to Search | Print

Generated on:	This page was generated by TSDR on 2020-08-07 10:01:47 EDT
Mark:	
US Serial Number:	73114969
Application Filing Date:	Feb. 07, 1977
US Registration Number:	1121163
Registration Date:	Jun. 26, 1979
Register:	Principal
Mark Type:	Service Mark
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic
Status:	The registration has been renewed.
Status Date:	Jul. 05, 2018

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)
Design Search Code(s):	06.01.01 - Cliffs; Quarries; Rocks; Walls of rock 06.01.04 - Mountains (landscapes); Scenery with mountains 06.03.01 - Beaches; Coastlines; Shores 06.03.25 - Marinas 26.01.01 - Circles as carriers or as single line borders

Related Properties Information

Claimed Ownership of US Registrations:	**0501190**, **0961765** and others

Goods and Services

Note:

Privacy - Terms

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:	PROVIDING ALL FORMS OF INSURANCE PROTECTION AND SERVICES INCIDENTAL THERETO, INC ANNUITIES, AND PENSION AND PROFIT SHARING FUNDS, PROPERTY AND CASUALTY AND REINS INDEPENDENT ADMINISTRATIVE SERVICES OF THE TYPE PERFORMED IN THE NORMAL CONDUC ANNUITY OPERATIONS INCLUDING CONSULTATIVE, ACTUARIAL, DATA PROCESSING, ACCOUNTI SERVICES; CORPORATION FINANCING AND MORTGAGE LENDING SERVICES; AND INVESTMENT S PURCHASE AND SALE OF REAL ESTATE AND SECURITIES IN CONNECTION WITH FUND MANAGEM ENGAGED IN BY THE APPLICANT DIRECTLY OR THROUGH SUBSIDIARES		
International Class(es):	036 - Primary Class	**U.S Class(es):**	102
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Sep. 11, 1976	**Use in Commerce:**	Sep. 11, 1976

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes
Filed ITU:	No	**Currently ITU:**	No
Filed 44D:	No	**Currently 44E:**	No
Filed 44E:	No	**Currently 66A:**	No
Filed 66A:	No	**Currently No Basis:**	No
Filed No Basis:	No		

Current Owner(s) Information

Owner Name:	PRUDENTIAL INSURANCE COMPANY OF AMERICA, THE		
Owner Address:	751 BROAD STREET NEWARK, NEW JERSEY UNITED STATES 071023777		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	NEW JERSEY

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Dorothy von Hollen		
Attorney Primary Email Address:	karen.powers@prudential.com	**Attorney Email Authorized:**	Yes

Correspondent

Correspondent Name/Address:	Dorothy von Hollen The Prudential Insurance Company of America 213 Washington Street - Mezzanine Newark, NEW JERSEY UNITED STATES 07102		
Phone:	973-367-7105	**Fax:**	973-367-7121

Privacy - Terms

Correspondent e-mail:	karen.powers@prudential.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 05, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jul. 05, 2018	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	68335
Jul. 05, 2018	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68335
Jul. 02, 2018	TEAS SECTION 8 & 9 RECEIVED	
Jun. 26, 2018	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jan. 14, 2010	NOTICE OF SUIT	
Jul. 29, 2008	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68335
Jul. 29, 2008	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jul. 29, 2008	ASSIGNED TO PARALEGAL	68335
Jul. 01, 2008	TEAS SECTION 8 & 9 RECEIVED	
Jan. 17, 2008	CASE FILE IN TICRS	
Mar. 12, 2002	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 09, 1999	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Apr. 22, 1999	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
May 16, 1985	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Feb. 08, 1985	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	GENERIC WEB UPDATE	**Date in Location:**	Jul. 05, 2018

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

Privacy - Terms

Int. Cls.: 35, 36, 37 and 42
Prior U.S. Cls.: 100, 101, 102 and 103
United States Patent and Trademark Office
Amended

Reg. No. 1,580,456
Registered Jan. 30, 1990
OG Date Oct. 3, 2000

SERVICE MARK
PRINCIPAL REGISTER

Prudential

PRUDENTIAL INSURANCE COMPANY OF AMERICA, THE (NEW JERSEY CORPORATION)
751 BROAD STREET
NEWARK, NJ 07101-299

OWNER OF U.S. REG. NOS. 792,738, 1,483,386 AND OTHERS.

FOR: ADMINISTRATIVE SERVICES, NAMELY DATA PROCESSING IN THE FIELD OF INSURANCE CLAIMS ADMINISTRATION AND ACCOUNTING SERVICES FOR OTHERS; AND REAL ESTATE BROKERAGE FRANCHISE SERVICES, NAMELY, OFFERING TECHNICAL ADVICE AND ASSISTANCE TO OTHERS IN THE ESTABLISHMENT AND OPERATION OF REAL ESTATE BROKERAGES, IN CLASS 35 (U.S. CLS. 100 AND 101).

FIRST USE 1-0-1989; IN COMMERCE 1-0-1989.

FOR: INSURANCE UNDERWRITING, ADMINISTRATION AND AGENCY SERVICES FOR LIFE, HEALTH, ANNUITIES, PENSION AND PROFIT SHARING FUNDS, PROPERTY AND CASUALTY AND REINSURANCE; INDEPENDENT ADMINISTRATIVE SERVICES OF THE TYPE PERFORMED IN THE NORMAL CONDUCT OF INSURANCE OR ANNUITY OPERATIONS, NAMELY CONSULTATIVE, ACTUARIAL AND CLAIMS SERVICES; CORPORATION FINANCING SERVICES; MORTGAGE LENDING, ORIGINATION AND ADMINISTRATION SERVICES; PRIVATE AND PUBLIC SALES OF LOAN AND LOAN PORTFOLIOS; BANKING SERVICES; CREDIT CARD AND DEBIT CARD SERVICES; REAL ESTATE LEASING, BROKERAGE AND MANAGEMENT SERVICES; INVESTING THE FUNDS OF OTHERS IN AGRICULTURE; INVESTMENT MANAGEMENT SERVICES; PORTFOLIO ASSET MANAGEMENT SERVICES; THE PURCHASE AND SALE OF REAL ESTATE, SECURITIES AND COMMODITIES FOR OTHERS OR IN CONNECTION WITH FUND MANAGEMENT; AND SECURITIES AND COMMODITIES BROKERAGE AND UNDERWRITING SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-2-1989; IN COMMERCE 1-2-1989.

FOR: REAL ESTATE DEVELOPMENT SERVICES, NAMELY PLANNING, LAYING OUT AND CONSTRUCTION OF RESIDENTIAL, COMMERCIAL AND INDUSTRIAL PROPERTIES FOR OTHERS, IN CLASS 37 (U.S. CL. 103).

FIRST USE 2-6-1989; IN COMMERCE 2-6-1989.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Oct. 3, 2000.

COMMISSIONER OF PATENTS AND TRADEMARKS

FOR: PROVIDING HEALTH CARE SERVICES TO OTHER, IN CLASS 42 (U.S. CL. 100).

FIRST USE 1-0-1989; IN COMMERCE 1-0-1989.

SER. NO. 73-798,998, FILED 5-10-1989.

Int. Cls.: 35, 36, 37 and 42

Prior U.S. Cls.: 100, 101, 102 and 103

Reg. No. 1,580,456

United States Patent and Trademark Office **Registered Jan. 30, 1990**

SERVICE MARK
PRINCIPAL REGISTER

ThePrudential

PRUDENTIAL INSURANCE COMPANY OF AMERICA, THE (NEW JERSEY CORPORATION)
745 BROAD STREET
NEWARK, NJ 07101

FOR: ADMINISTRATIVE SERVICES, NAMELY DATA PROCESSING IN THE FIELD OF INSURANCE CLAIMS ADMINISTRATION AND ACCOUNTING SERVICES FOR OTHERS; AND REAL ESTATE BROKERAGE FRANCHISE SERVICES, NAMELY, OFFERING TECHNICAL ADVICE AND ASSISTANCE TO OTHERS IN THE ESTABLISHMENT AND OPERATION OF REAL ESTATE BROKERAGES, IN CLASS 35 (U.S. CLS. 100 AND 101).

FIRST USE 1-0-1989; IN COMMERCE 1-0-1989.

FOR: INSURANCE UNDERWRITING, ADMINISTRATION AND AGENCY SERVICES FOR LIFE, HEALTH, ANNUITIES, PENSION AND PROFIT SHARING FUNDS, PROPERTY AND CASUALTY AND REINSURANCE; INDEPENDENT ADMINISTRATIVE SERVICES OF THE TYPE PERFORMED IN THE NORMAL CONDUCT OF INSURANCE OR ANNUITY OPERATIONS, NAMELY CONSULTATIVE, ACTUARIAL AND CLAIMS SERVICES; CORPORATION FINANCING SERVICES; MORTGAGE LENDING, ORIGINATION AND ADMINISTRATION SERVICES; PRIVATE AND PUBLIC SALES OF LOAN AND LOAN PORTFOLIOS; BANKING SERVICES; CREDIT CARD AND DEBIT CARD SERVICES; REAL ESTATE LEASING, BROKERAGE AND MANAGEMENT SERVICES; INVESTING THE FUNDS OF OTHERS IN AGRICULTURE; INVESTMENT MANAGEMENT SERVICES; PORTFOLIO ASSET MANAGEMENT SERVICES; THE PURCHASE AND SALE OF REAL ESTATE, SECURITIES AND COMMODITIES FOR OTHERS OR IN CONNECTION WITH FUND MANAGEMENT; AND SECURITIES AND COMMODITIES BROKERAGE AND UNDERWRITING SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-2-1989; IN COMMERCE 1-2-1989.

FOR: REAL ESTATE DEVELOPMENT SERVICES, NAMELY PLANNING, LAYING OUT AND CONSTRUCTION OF RESIDENTIAL, COMMERCIAL AND INDUSTRIAL PROPERTIES FOR OTHERS, IN CLASS 37 (U.S. CL. 103).

FIRST USE 2-6-1989; IN COMMERCE 2-6-1989.

FOR: PROVIDING HEALTH CARE SERVICES TO OTHER, IN CLASS 42 (U.S. CL. 100).

FIRST USE 1-0-1989; IN COMMERCE 1-0-1989.

OWNER OF U.S. REG. NOS. 792,738, 1,483,386 AND OTHERS.

SER. NO. 73-798,998, FILED 5-10-1989.

LISA B. SCHER, EXAMINING ATTORNEY

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Mark:	PRUDENTIAL

US Serial Number:	73798998	**Application Filing Date:**	May 10, 1989
US Registration Number:	1580456	**Registration Date:**	Jan. 30, 1990
Register:	Principal		
Mark Type:	Service Mark		
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic		
Status:	The registration has been renewed.		
Status Date:	Jan. 29, 2020		
Publication Date:	Nov. 07, 1989		

Mark Information

Collapse All

Mark Literal Elements:	PRUDENTIAL
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Design Search Code(s):	06.01.01 - Cliffs; Quarries; Rocks; Walls of rock 06.01.04 - Mountains (landscapes); Scenery with mountains 06.03.01 - Beaches; Coastlines; Shores 06.03.25 - Marinas 26.01.01 - Circles as carriers or as single line borders

Related Properties Information

Claimed Ownership of US Registrations:	**0792738**, **1483386** 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:	ADMINISTRATIVE SERVICES, namely, DATA PROCESSING IN THE FIELD OF INSURANCE

Privacy - Terms

	ACCOUNTING SERVICES FOR OTHERS [; AND REAL ESTATE BROKERAGE FRANCHISE SERVICES TECHNICAL ADVICE AND ASSISTANCE TO OTHERS IN THE ESTABLISHMENT AND OPERATION OF BROKERAGES]		
International Class(es):	035 - Primary Class	**U.S Class(es):**	100, 101, 102
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Jan. 1989	**Use in Commerce:**	Jan. 1989

For:	INSURANCE UNDERWRITING, ADMINISTRATION AND AGENCY SERVICES FOR LIFE, HEALTH, ANNU PROFIT SHARING FUNDS, [PROPERTY AND CASUALTY AND] REINSURANCE; INDEPENDENT ADM OF THE TYPE PERFORMED IN THE NORMAL CONDUCT OF INSURANCE OR ANNUITY OPERATIONS ACTUARIAL AND CLAIMS SERVICES; CORPORATION FINANCING SERVICES; MORTGAGE LENDING ADMINISTRATION SERVICES; PRIVATE AND PUBLIC SALES OF LOAN AND LOAN PORTFOLIOS; [BA CARD AND DEBIT CARD SERVICES;] REAL ESTATE LEASING, BROKERAGE AND MANAGEMENT SE FUNDS OF OTHERS IN AGRICULTURE; INVESTMENT MANAGEMENT SERVICES; PORTFOLIO ASSET SERVICES; THE PURCHASE AND SALE OF REAL ESTATE, SECURITIES AND COMMODITIES FOR OT CONNECTION WITH FUND MANAGEMENT; AND SECURITIES AND COMMODITIES BROKERAGE AND SERVICES		
International Class(es):	036 - Primary Class	**U.S Class(es):**	100, 101, 102
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Jan. 02, 1989	**Use in Commerce:**	Jan. 02, 1989

For:	[REAL ESTATE DEVELOPMENT SERVICES, namely, PLANNING, LAYING OUT AND CONSTRUCTION COMMERCIAL AND INDUSTRIAL PROPERTIES FOR OTHERS]		
International Class(es):	037 - Primary Class	**U.S Class(es):**	100, 103, 106
Class Status:	SECTION 8 - CANCELLED		
Basis:	1(a)		
First Use:	Feb. 06, 1989	**Use in Commerce:**	Feb. 06, 1989

For:	PROVIDING HEALTH CARE SERVICES TO OTHER		
International Class(es):	042 - Primary Class	**U.S Class(es):**	100
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Jan. 1989	**Use in Commerce:**	Jan. 1989

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes
Filed ITU:	No	**Currently ITU:**	No
Filed 44D:	No	**Currently 44E:**	No
Filed 44E:	No	**Currently 66A:**	No
Filed 66A:	No	**Currently No Basis:**	No

Privacy - Terms

Filed No Basis:	No

Current Owner(s) Information

Owner Name:	PRUDENTIAL INSURANCE COMPANY OF AMERICA,THE		
Owner Address:	751 BROAD STREET NEWARK, NEW JERSEY UNITED STATES 07102		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	NEW JERSEY

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Dorothy von Hollen		
Attorney Primary Email Address:	diego.jara@prudential.com	**Attorney Email Authorized:**	Yes

Correspondent

Correspondent Name/Address:	Dorothy von Hollen The Prudential Insurance Company of America 213 Washington Street - Mezzanine Newark, NEW JERSEY UNITED STATES 07102		
Phone:	973-367-7105	**Fax:**	973-367-7121
Correspondent e-mail:	karen.powers@prudential.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 29, 2020	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jan. 29, 2020	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	70187
Jan. 29, 2020	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	70187
Jan. 29, 2020	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70187
Dec. 13, 2019	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 13, 2019	TEAS SECTION 8 & 9 RECEIVED	
Jan. 30, 2019	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Oct. 16, 2018	NOTICE OF SUIT	
Oct. 09, 2018	NOTICE OF SUIT	
Jan. 26, 2012	NOTICE OF SUIT	
Jan. 25, 2012	NOTICE OF SUIT	
Aug. 29, 2011	NOTICE OF SUIT	
Jul. 05, 2011	NOTICE OF SUIT	
Jul. 21, 2010	NOTICE OF SUIT	

Privacy - Terms

Jan. 29, 2010	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 29, 2010	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 31, 2010	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	69471
Jan. 31, 2010	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	69471
Jan. 31, 2010	REGISTERED - PARTIAL SEC. 8 (10-YR) ACCEPTED	69471
Jan. 29, 2010	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	69471
Jan. 31, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	69471
Jan. 29, 2010	TEAS SECTION 8 & 9 RECEIVED	
Jan. 14, 2010	NOTICE OF SUIT	
Jan. 22, 2009	NOTICE OF SUIT	
Dec. 17, 2008	CASE FILE IN TICRS	
Mar. 08, 2002	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 16, 2000	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Dec. 16, 2000	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Aug. 25, 2000	AMENDMENT UNDER SECTION 7 – PROCESSED	
Jan. 07, 2000	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jan. 07, 2000	SEC 7 REQUEST FILED	
Jul. 03, 1996	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jan. 29, 1996	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jan. 30, 1990	REGISTERED-PRINCIPAL REGISTER	
Nov. 07, 1989	PUBLISHED FOR OPPOSITION	
Oct. 07, 1989	NOTICE OF PUBLICATION	
Jul. 24, 1989	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 12, 1989	EXAMINER'S AMENDMENT MAILED	
Jun. 29, 1989	ASSIGNED TO EXAMINER	67514

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	GENERIC WEB UPDATE	**Date in Location:**	Jan. 29, 2020

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

Privacy - Terms

Int. Cls.: 35, 36, 37 and 42

Prior U.S. Cls.: 100, 101, 102 and 103

United States Patent and Trademark Office

Reg. No. 1,616,000
Registered Oct. 2, 1990

SERVICE MARK
PRINCIPAL REGISTER

PRUDENTIAL INSURANCE COMPANY OF AMERICA, THE (NEW JERSEY CORPORATION)
745 BROAD STREET
NEWARK, NJ 07101

FOR: ADMINISTRATIVE SERVICES, NAMELY DATA PROCESSING IN THE FIELD OF INSURANCE CLAIMS ADMINISTRATION AND ACCOUNTING SERVICES FOR OTHERS; AND REAL ESTATE BROKERAGE FRANCHISE SERVICES, NAMELY, OFFERING TECHNICAL ADVICE AND ASSISTANCE TO OTHERS IN THE ESTABLISHMENT AND OPERATION OF REAL ESTATE BROKERAGES, IN CLASS 35 (U.S. CLS. 100 AND 101).

FIRST USE 1-0-1989; IN COMMERCE 1-0-1989.

FOR: INSURANCE UNDERWRITING, ADMINISTRATION AND AGENCY SERVICES FOR LIFE, HEALTH, ANNUITIES, PENSION AND PROFIT SHARING FUNDS, PROPERTY AND CASUALTY AND REINSURANCE; INDEPENDENT ADMINISTRATIVE SERVICES OF THE TYPE PERFORMED IN THE NORMAL CONDUCT OF INSURANCE OR ANNUITY OPERATIONS, NAMELY CONSULTATIVE, ACTUARIAL AND CLAIMS SERVICES; CORPORATION FINANCING SERVICES; MORTGAGE LENDING, ORIGINATION AND ADMINISTRATION SERVICES; PRIVATE AND PUBLIC SALES OF LOANS AND LOAN PORTFOLIOS; BANKING SERVICES; CREDIT CARD AND DEBIT CARD SERVICES; REAL ESTATE LEASING, BROKERAGE AND MANAGEMENT SERVICES; INVESTING THE FUNDS OF OTHERS IN AGRICULTURE; INVESTMENT MANAGEMENT SERVICES; PORTFOLIO ASSET MANAGEMENT SERVICES; THE PURCHASE AND SALE OF REAL ESTATE, SECURITIES AND COMMODITIES FOR OTHERS OR IN CONNECTION WITH FUND MANAGEMENT; AND SECURITIES AND COMMODITIES BROKERAGE AND UNDERWRITING

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

FIRST USE 1-2-1989; IN COMMERCE 1-2-1989.

FOR: REAL ESTATE DEVELOPMENT SERVICES, NAMELY PLANNING, LAYING OUT AND CONSTRUCTION OF RESIDENTIAL, COMMERCIAL AND INDUSTRIAL PROPERTIES FOR OTHERS, IN CLASS 37 (U.S. CL. 103).

FIRST USE 2-6-1989; IN COMMERCE 2-6-1989.

FOR: PROVIDING HEALTH CARE SERVICES TO OTHERS, IN CLASS 42 (U.S. CL. 100).

FIRST USE 1-0-1989; IN COMMERCE 1-0-1989.

OWNER OF U.S. REG. NO. 792,738.

SER. NO. 73-799,460, FILED 5-10-1989.

LISA B. SCHER, EXAMINING ATTORNEY

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STATUS | DOCUMENTS | MAINTENANCE | Back to Search | Print

Generated on:	This page was generated by TSDR on 2020-08-07 10:00:15 EDT
Mark:	
US Serial Number:	73799460
Application Filing Date:	May 10, 1989
US Registration Number:	1616000
Registration Date:	Oct. 02, 1990
Register:	Principal
Mark Type:	Service Mark
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic
Status:	The registration has been renewed.
Status Date:	Jan. 29, 2020
Publication Date:	Nov. 07, 1989

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)
Design Search Code(s):	06.01.01 - Cliffs; Quarries; Rocks; Walls of rock 06.01.04 - Mountains (landscapes); Scenery with mountains 06.03.03 - Ocean; Waves, open sea (multiple waves); Ripples (multiple waves) 06.03.25 - Marinas 26.01.03 - Incomplete circles (more than semi-circles); Circles, incomplete (more than semi-circles) 26.01.21 - Circles that are totally or partially shaded.

Related Properties Information

Claimed Ownership of US Registrations:	0792738

Goods and Services

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

Privacy - Terms

- 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:	ADMINISTRATIVE SERVICES, namely, DATA PROCESSING IN THE FIELD OF INSURANCE CLAIMS AD ACCOUNTING SERVICES FOR OTHERS [; AND REAL ESTATE BROKERAGE FRANCHISE SERVICES TECHNICAL ADVICE AND ASSISTANCE TO OTHERS IN THE ESTABLISHMENT AND OPERATION OF BROKERAGES]		
International Class(es):	035 - Primary Class	**U.S Class(es):**	100, 101, 102
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Jan. 1989	**Use in Commerce:**	Jan. 1989

For:	INSURANCE UNDERWRITING, ADMINISTRATION AND AGENCY SERVICES FOR LIFE, HEALTH, ANNU PROFIT SHARING FUNDS, PROPERTY AND CASUALTY AND REINSURANCE; INDEPENDENT ADMIN THE TYPE PERFORMED IN THE NORMAL CONDUCT OF INSURANCE OR ANNUITY OPERATIONS, na ACTUARIAL AND CLAIMS SERVICES; CORPORATION FINANCING SERVICES; MORTGAGE LENDING ADMINISTRATION SERVICES; PRIVATE AND PUBLIC SALES OF LOANS AND LOAN PORTFOLIOS; [B CREDIT CARD AND DEBIT CARD SERVICES;] REAL ESTATE LEASING, BROKERAGE AND MANAGEM INVESTING THE FUNDS OF OTHERS IN AGRICULTURE; INVESTMENT MANAGEMENT SERVICES; PO MANAGEMENT SERVICES; THE PURCHASE AND SALE OF REAL ESTATE, SECURITIES AND COMMO IN CONNECTION WITH FUND MANAGEMENT; AND SECURITIES AND COMMODITIES BROKERAGE A SERVICES		
International Class(es):	036 - Primary Class	**U.S Class(es):**	100, 101, 102
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Jan. 02, 1989	**Use in Commerce:**	Jan. 02, 1989

For:	[REAL ESTATE DEVELOPMENT SERVICES, namely, PLANNING, LAYING OUT AND CONSTRUCTION COMMERCIAL AND INDUSTRIAL PROPERTIES FOR OTHERS]		
International Class(es):	037 - Primary Class	**U.S Class(es):**	100, 103, 106
Class Status:	SECTION 8 - CANCELLED		
Basis:	1(a)		
First Use:	Feb. 06, 1989	**Use in Commerce:**	Feb. 06, 1989

For:	[PROVIDING HEALTH CARE SERVICES TO OTHERS]		
International Class(es):	042 - Primary Class	**U.S Class(es):**	100, 101
Class Status:	SECTION 8 - CANCELLED		
Basis:	1(a)		
First Use:	Jan. 1989	**Use in Commerce:**	Jan. 1989

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes
Filed ITU:	No	**Currently ITU:**	No
Filed 44D:	No	**Currently 44E:**	No

Privacy - Terms

Filed 44E:	No	**Currently 66A:**	No
Filed 66A:	No	**Currently No Basis:**	No
Filed No Basis:	No		

Current Owner(s) Information

Owner Name:	PRUDENTIAL INSURANCE COMPANY OF AMERICA,THE		
Owner Address:	751 BROAD STREET NEWARK, NEW JERSEY UNITED STATES 07101		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	NEW JERSEY

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address:	DOROTHY VON HOLLEN THE PRUDENTIAL INSURANCE COMPANY OF AMERICA 213 Washington Street NEWARK, NEW JERSEY UNITED STATES 07102		
Phone:	973-367-7105	**Fax:**	973-367-7121

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 29, 2020	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jan. 29, 2020	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	77074
Jan. 29, 2020	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	77074
Jan. 29, 2020	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77074
Dec. 13, 2019	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 13, 2019	TEAS SECTION 8 & 9 RECEIVED	
Oct. 02, 2019	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jan. 26, 2012	NOTICE OF SUIT	
Jan. 25, 2012	NOTICE OF SUIT	
Aug. 29, 2011	NOTICE OF SUIT	
Jul. 05, 2011	NOTICE OF SUIT	
Sep. 23, 2010	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	76533
Sep. 23, 2010	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	76533
Sep. 23, 2010	REGISTERED - PARTIAL SEC. 8 (10-YR) ACCEPTED	76533
Sep. 22, 2010	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	76533
Sep. 23, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76533

Privacy - Terms

Sep. 22, 2010	TEAS SECTION 8 & 9 RECEIVED	
Jul. 21, 2010	NOTICE OF SUIT	
Apr. 19, 2010	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 19, 2010	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 14, 2010	NOTICE OF SUIT	
Dec. 12, 2008	CASE FILE IN TICRS	
Jun. 17, 2008	NOTICE OF SUIT	
Jun. 10, 2008	NOTICE OF SUIT	
May 23, 2008	NOTICE OF SUIT	
Mar. 04, 2002	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 17, 2001	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Mar. 17, 2001	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	
Mar. 17, 2001	REGISTERED - PARTIAL SEC. 8 (10-YR) ACCEPTED	
Sep. 07, 2000	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Dec. 07, 1996	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Sep. 27, 1996	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Oct. 02, 1990	REGISTERED-PRINCIPAL REGISTER	
Nov. 07, 1989	PUBLISHED FOR OPPOSITION	
Oct. 07, 1989	NOTICE OF PUBLICATION	
Jul. 24, 1989	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 12, 1989	EXAMINER'S AMENDMENT MAILED	
Jun. 29, 1989	ASSIGNED TO EXAMINER	67514

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	GENERIC WEB UPDATE	**Date in Location:**	Jan. 29, 2020

Assignment Abstract Of Title Information - Click to Load

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Privacy - Terms

United States of America

United States Patent and Trademark Office

Reg. No. 2,110,034

Registered Oct. 28, 1997

Corrected Aug. 14, 2018

Int. Cl.: 36

Service Mark

Principal Register

The Prudential Insurance Company of America (NEW JERSEY CORPORATION)
751 Broad Street
Newark, NEW JERSEY 07102

CLASS 36: [providing all forms of insurance protection and services incidental therefor, namely, life, health, annuities, pension and profit sharing funds and property and casualty; corporation financing; private and public offering of loans and loan portfolios,] [real estate brokerage services;] real * estate * leasing and management; [investment management services;] investment advice and providing information in the fields of insurance, real estate and financial services via a global computer network [; investment banking; capital investment services; securities and commodities brokerage and underwriting; and financial clearing house services]

FIRST USE 5-4-1996; IN COMMERCE 5-4-1996

OWNER OF U.S. REG. NO. 0693628, 0978340

SER. NO. 75-174,466, FILED 09-30-1996

Director of the United States
Patent and Trademark Office

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Generated on:	This page was generated by TSDR on 2020-08-07 09:59:31 EDT		
Mark:	PRUDENTIAL		
US Serial Number:	75174466	**Application Filing Date:**	Sep. 30, 1996
US Registration Number:	2110034	**Registration Date:**	Oct. 28, 1997
Register:	Principal		
Mark Type:	Service Mark		
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic		
Status:	The registration has been renewed.		
Status Date:	Oct. 28, 2017		
Publication Date:	Apr. 29, 1997	**Notice of Allowance Date:**	Jul. 22, 1997

Mark Information

Collapse All

Mark Literal Elements:	PRUDENTIAL
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Design Search Code(s):	06.01.01 - Cliffs; Quarries; Rocks; Walls of rock 06.01.04 - Mountains (landscapes); Scenery with mountains 06.03.01 - Beaches; Coastlines; Shores 06.03.25 - Marinas 26.01.01 - Circles as carriers or as single line borders

Related Properties Information

Claimed Ownership of US Registrations:	**0693628**, **0978340** 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: [providing all forms of insurance protection and services incidental therefor, namely, life, health, annuities, p

Privacy - Terms

	funds and property and casualty; corporation financing; private and public offering of loans and loan portfoli services;] real * estate * leasing and management; [investment management services;] investment advice the fields of insurance, real estate and financial services via a global computer network [; investment banki services; securities and commodities brokerage and underwriting; and financial clearing house services]		
International Class(es):	036 - Primary Class	**U.S Class(es):**	100, 101, 102
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	May 04, 1996	**Use in Commerce:**	May 04, 1996

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes
Filed ITU:	Yes	**Currently ITU:**	No
Filed 44D:	No	**Currently 44E:**	No
Filed 44E:	No	**Currently 66A:**	No
Filed 66A:	No	**Currently No Basis:**	No
Filed No Basis:	No		

Current Owner(s) Information

Owner Name:	The Prudential Insurance Company of America		
Owner Address:	751 Broad Street Newark, NEW JERSEY UNITED STATES 07102		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	NEW JERSEY

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Dorothy von Hollen		
Attorney Primary Email Address:	karen.powers@prudential.com	**Attorney Email Authorized:**	Yes

Correspondent

Correspondent Name/Address:	Dorothy von Hollen 213 Washington Street - Mezzanine NEWARK, NEW JERSEY UNITED STATES 07102		
Phone:	973-367-7105	**Fax:**	973-367-7121
Correspondent e-mail:	karen.powers@prudential.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Numbe

Privacy - Terms

Oct. 16, 2018	NOTICE OF SUIT	
Oct. 09, 2018	NOTICE OF SUIT	
Jul. 10, 2018	CORRECTION UNDER SECTION 7 – PROCESSED	68502
Jul. 09, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68502
Jun. 19, 2018	TEAS SECTION 7 REQUEST RECEIVED	
Jun. 19, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 28, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Oct. 28, 2017	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	77315
Oct. 28, 2017	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	77315
Oct. 28, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Oct. 03, 2017	TEAS SECTION 8 & 9 RECEIVED	
Oct. 28, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jan. 26, 2012	NOTICE OF SUIT	
Jul. 05, 2011	NOTICE OF SUIT	
Jul. 21, 2010	NOTICE OF SUIT	
Dec. 09, 2008	NOTICE OF DESIGN SEARCH CODE MAILED	
May 25, 2007	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	60132
May 25, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 24, 2007	ASSIGNED TO PARALEGAL	60132
Apr. 26, 2007	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Apr. 26, 2007	TEAS SECTION 8 & 9 RECEIVED	
Apr. 26, 2007	CASE FILE IN TICRS	
Nov. 01, 2003	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Oct. 02, 2003	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Oct. 02, 2003	TEAS SECTION 8 & 15 RECEIVED	
Mar. 08, 2002	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 28, 1997	REGISTERED-PRINCIPAL REGISTER	
Sep. 11, 1997	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 05, 1997	STATEMENT OF USE PROCESSING COMPLETE	
Aug. 18, 1997	USE AMENDMENT FILED	
Jul. 22, 1997	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 29, 1997	PUBLISHED FOR OPPOSITION	
Mar. 28, 1997	NOTICE OF PUBLICATION	
Feb. 27, 1997	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 07, 1997	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Feb. 10, 1997	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Feb. 02, 1997	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 29, 1997	EXAMINER'S AMENDMENT MAILED	
Jan. 10, 1997	NON-FINAL ACTION MAILED	

Privacy - Terms

Jan. 02, 1997	ASSIGNED TO EXAMINER	66486
Dec. 30, 1996	ASSIGNED TO EXAMINER	72517

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	POST REGISTRATION	**Date in Location:**	Jul. 10, 2018

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

Privacy - Terms

United States of America

United States Patent and Trademark Office

PGIM

Reg. No. 4,942,629

Registered Apr. 19, 2016

Int. Cl.: 36

SERVICE MARK

PRINCIPAL REGISTER

PRUDENTIAL INSURANCE COMPANY OF AMERICA, THE (NEW JERSEY CORPORATION)
751 BROAD STREET
NEWARK, NJ 07102

FOR: GLOBAL DISTRIBUTION OF INVESTMENT PRODUCTS; PRIVATE AND PUBLIC EQUITY AND DEBT INVESTMENT SERVICES; MUTUAL FUND SERVICES, NAMELY, ESTABLISHING MUTUAL FUNDS FOR OTHERS, MUTUAL FUND DISTRIBUTION AND MUTUAL FUND INVESTMENT; PRIVATE PLACEMENT FINANCING SERVICES; MORTGAGE FINANCING SERVICES; MEZZANINE DEBT FINANCING SERVICES; INVESTMENT PORTFOLIO MANAGEMENT AND ANALYSIS SERVICES; REAL ESTATE INVESTMENT SERVICES; ADMINISTRATION, UNDERWRITING AND MARKETING OF COMMINGLED, OPEN-END EQUITY REAL ESTATE FUNDS AND SINGLE CLIENT ACCOUNTS; CONSULTING AND ADVISORY SERVICES RELATED TO ALL THE FOREGOING SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-4-2016; IN COMMERCE 1-4-2016.

OWNER OF U.S. REG. NO. 1,616,000.

THE MARK CONSISTS OF A ROCK DESIGN AND THE LETTERS "PGIM".

SN 86-530,595, FILED 2-10-2015.

KARANENDRA S. CHHINA, EXAMINING ATTORNEY

UNITED STATES PATENT AND TRADEMARK OFFICE · DEPARTMENT OF COMMERCE

Michelle K. Lee

Director of the United States
Patent and Trademark Office

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Generated on:	This page was generated by TSDR on 2020-08-07 09:57:07 EDT		
Mark:	PGIM		
US Serial Number:	86530595	**Application Filing Date:**	Feb. 10, 2015
US Registration Number:	4942629	**Registration Date:**	Apr. 19, 2016
Filed as TEAS RF:	Yes	**Currently TEAS RF:**	Yes
Register:	Principal		
Mark Type:	Service Mark		
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are c		
Status Date:	Apr. 19, 2016		
Publication Date:	May 05, 2015	**Notice of Allowance Date:**	Jun. 30, 2015

Mark Information

Collapse All

Mark Literal Elements:	PGIM
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of a rock design and the letters "PGIM".
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Design Search Code(s):	06.01.01 - Cliffs; Quarries; Rocks; Walls of rock 26.01.21 - Circles that are totally or partially shaded.

Related Properties Information

Claimed Ownership of US Registrations:	1616000

Goods and Services

Note:

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

- Brackets [..] indicate deleted goods/services;

Privacy - Terms

- 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:	Global distribution of investment products; private and public equity and debt investment services; mutual fu establishing mutual funds for others, mutual fund distribution and mutual fund investment; private placemen mortgage financing services; mezzanine debt financing services; investment portfolio management and ana investment services; administration, underwriting and marketing of commingled, open-end equity real estate accounts; consulting and advisory services related to all the foregoing services		
International Class(es):	036 - Primary Class	**U.S Class(es):**	100, 101, 102
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Jan. 04, 2016	**Use in Commerce:**	Jan. 04, 2016

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes
Filed ITU:	Yes	**Currently ITU:**	No
Filed 44D:	No	**Currently 44E:**	No
Filed 44E:	No	**Currently 66A:**	No
Filed 66A:	No	**Currently No Basis:**	No
Filed No Basis:	No		

Current Owner(s) Information

Owner Name:	Prudential Insurance Company of America, The		
Owner Address:	751 Broad Street Newark, NEW JERSEY UNITED STATES 07102		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	NEW JERSEY

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Dorothy von Hollen	**Docket Number:**	USA001466
Attorney Primary Email Address:	dolly.vonhollen@prudential.com	**Attorney Email Authorized:**	Yes

Correspondent

Correspondent Name/Address:	Dorothy von Hollen The Prudential Insurance Company of America 213 Washington Street IP Law Dept. - Mezzanine Level Newark, NEW JERSEY UNITED STATES 07102		
Phone:	973-367-7107	**Fax:**	973-367-
Correspondent e-mail:	dolly.vonhollen@prudential.com sonia.sanabia@prudential.com	**Correspondent e-mail Authorized:**	Yes

Privacy - Terms

karen.powers@prudential.com
pru.tm@prudential.com

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 19, 2016	REGISTERED-PRINCIPAL REGISTER	
Mar. 12, 2016	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Mar. 11, 2016	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 26, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Feb. 25, 2016	STATEMENT OF USE PROCESSING COMPLETE	61813
Jan. 20, 2016	USE AMENDMENT FILED	61813
Feb. 25, 2016	EXTENSION 2 GRANTED	61813
Jan. 20, 2016	EXTENSION 2 FILED	61813
Feb. 25, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	61813
Jan. 20, 2016	TEAS EXTENSION RECEIVED	
Jan. 20, 2016	TEAS STATEMENT OF USE RECEIVED	
Jan. 20, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jan. 19, 2016	EXTENSION 1 GRANTED	76538
Dec. 09, 2015	EXTENSION 1 FILED	76538
Dec. 09, 2015	TEAS EXTENSION RECEIVED	
Dec. 07, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Dec. 07, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 30, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
May 05, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 05, 2015	PUBLISHED FOR OPPOSITION	
Apr. 15, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 30, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	69712
Mar. 28, 2015	ASSIGNED TO LIE	69712
Mar. 10, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 10, 2015	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 10, 2015	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Mar. 10, 2015	EXAMINERS AMENDMENT E-MAILED	6328
Mar. 10, 2015	EXAMINERS AMENDMENT -WRITTEN	76741
Mar. 03, 2015	ASSIGNED TO EXAMINER	76741
Feb. 26, 2015	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Feb. 25, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 13, 2015	NEW APPLICATION ENTERED IN TRAM	

Privacy - Terms

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	PUBLICATION AND ISSUE SECTION	**Date in Location:**	Mar. 11, 2016

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

Privacy - Terms

United States of America

United States Patent and Trademark Office

Reg. No. 5,857,624

Registered Sep. 10, 2019

Int. Cl.: 36

Service Mark

Principal Register

The Prudential Insurance Company of America (NEW JERSEY CORPORATION)
751 Broad Street
Newark, NEW JERSEY 07102

CLASS 36: Insurance and financial services, namely, financial investment in the field of retirement plans and defined contribution plans, and administration of retirement plans and defined contribution plans; financial investment advisory services; financial planning for retirement; insurance underwriting and administration in the field of group annuities; pension fund and retirement plan financial management services; investment of pension and retirement funds for others; financial administration of employee pension and retirement plans; financial administration of employee benefit plans concerning insurance and finance; investment banking services; capital investment consultation services; securities and commodities brokerage and underwriting services; financial portfolio asset management services; investment advisory and management services; financial information provided by electronic means; retirement services for plan participants in the nature of providing engagement programs, namely, advising plan participants to engage in saving and planning for retirement and financial wellness, providing investment advice, financial planning, and asset allocation services, namely, financial asset management

FIRST USE 5-4-1996; IN COMMERCE 5-4-1996

The mark consists of a rock design within a circle placed to the left of the stylized word "PRUDENTIAL".

SER. NO. 88-369,649, FILED 04-03-2019

Director of the United States
Patent and Trademark Office

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Generated on:	This page was generated by TSDR on 2020-08-07 09:56:03 EDT
Mark:	PRUDENTIAL

US Serial Number:	88369649	**Application Filing Date:**	Apr. 03, 2019
US Registration Number:	5857624	**Registration Date:**	Sep. 10, 2019
Filed as TEAS RF:	Yes	**Currently TEAS RF:**	Yes

Register:	Principal
Mark Type:	Service Mark
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are c
Status Date:	Sep. 10, 2019
Publication Date:	Jun. 25, 2019

Mark Information

Collapse All

Mark Literal Elements:	PRUDENTIAL
Standard Character Claim:	No
Mark Drawing Type:	3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Description of Mark:	The mark consists of a rock design within a circle placed to the left of the stylized word "PRUDENTIAL".
Color(s) Claimed:	Color is not claimed as a feature of the mark.
Design Search Code(s):	06.01.04 - Mountains (landscapes); Scenery with mountains 26.01.01 - Circles as carriers or as single line borders

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 and financial services, namely, financial investment in the field of retirement plans and defined co administration of retirement plans and defined contribution plans; financial investment advisory retirement; insurance underwriting and administration in the field of group annuities; pension fu management services; investment of pension and retirement funds for others; financial admini

Privacy - Terms

	retirement plans; financial administration of employee benefit plans concerning insurance and finance; inves capital investment consultation services; securities and commodities brokerage and underwriting services; f management services; investment advisory and management services; financial information provided by ele services for plan participants in the nature of providing engagement programs, namely, advising plan partici and planning for retirement and financial wellness, providing investment advice, financial planning, and asse namely, financial asset management		
International Class(es):	036 - Primary Class	**U.S Class(es):**	100, 101, 102
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	May 04, 1996	**Use in Commerce:**	May 04, 1996

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes
Filed ITU:	No	**Currently ITU:**	No
Filed 44D:	No	**Currently 44E:**	No
Filed 44E:	No	**Currently 66A:**	No
Filed 66A:	No	**Currently No Basis:**	No
Filed No Basis:	No		

Current Owner(s) Information

Owner Name:	The Prudential Insurance Company of America		
Owner Address:	751 Broad Street Newark, NEW JERSEY UNITED STATES 07102		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	NEW JERSEY

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Dorothy von Hollen		
Attorney Primary Email Address:	karen.powers@prudential.com	**Attorney Email Authorized:**	Yes

Correspondent

Correspondent Name/Address:	DOROTHY VON HOLLEN THE PRUDENTIAL INSURANCE COMPANY OF AMERICA 213 WASHINGTON STREET - MEZZANINE NEWARK, NEW JERSEY UNITED STATES 07102		
Phone:	973-367-7105	**Fax:**	973-367-7121
Correspondent e-mail:	karen.powers@prudential.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Privacy - Terms

Prosecution History

Date	Description	Proceeding Number
Sep. 10, 2019	REGISTERED-PRINCIPAL REGISTER	
Jun. 25, 2019	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jun. 25, 2019	PUBLISHED FOR OPPOSITION	
Jun. 05, 2019	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
May 19, 2019	ASSIGNED TO LIE	66213
May 03, 2019	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 03, 2019	EXAMINER'S AMENDMENT ENTERED	88888
May 03, 2019	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
May 03, 2019	EXAMINERS AMENDMENT E-MAILED	6328
May 03, 2019	EXAMINERS AMENDMENT -WRITTEN	81878
May 01, 2019	ASSIGNED TO EXAMINER	81878
Apr. 23, 2019	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Apr. 22, 2019	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 06, 2019	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:** Sep. 10, 2019

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

Privacy - Terms

Int. Cls.: 35, 36 and 37

Prior U.S. Cls.: 100, 101, 102 and 103

Reg. No. 1,443,527

United States Patent and Trademark Office

Registered June 16, 1987

SERVICE MARK
PRINCIPAL REGISTER

ROCK SOLID

PRUDENTIAL INSURANCE COMPANY OF AMERICA, THE (NEW JERSEY CORPORATION)
745 BROAD STREET
NEWARK, NJ 07101

FOR: ADMINISTRATIVE SERVICES, NAMELY, DATA PROCESSING AND ACCOUNTING SERVICES FOR OTHERS, IN CLASS 35 (U.S. CLS. 100 AND 101).

FIRST USE 10-14-1986; IN COMMERCE 10-14-1986.

FOR: INSURANCE UNDERWRITING, ADMINISTRATION AND AGENCY SERVICES FOR LIFE, HEALTH, ANNUITIES, PENSION AND PROFIT SHARING FUNDS, PROPERTY AND CASUALTY AND REINSURANCE; INDEPENDENT ADMINISTRATIVE SERVICES OF THE TYPE PERFORMED IN THE NORMAL CONDUCT OF INSURANCE OR ANNUITY OPERATIONS, NAMELY CONSULTATIVE, ACTUARIAL AND CLAIMS SERVICES; CORPORATION FINANCING; MORTGAGE ORIGINATION AND ADMINISTRATION; PRIVATE AND PUBLIC SALES OF LOANS AND LOAN PORTFOLIOS; REAL ESTATE LEASING AND MANAGEMENT; AGRICULTURAL INVESTMENT; PORTFOLIO ASSET MANAGEMENT; THE PURCHASE AND SALE OF REAL ESTATE, SECURITIES AND COMMODITIES FOR OTHERS OR IN CONNECTION WITH FUND MANAGEMENT; AND SECURITIES AND COMMODITIES BROKERAGE SERVICES AND UNDERWRITING SERVICES, IN CLASS 36 (U.S. CLS. 101 AND 102).

FIRST USE 7-12-1985; IN COMMERCE 7-12-1985.

FOR: REAL ESTATE DEVELOPMENT SERVICES, NAMELY PLANNING, LAYING OUT AND CONSTRUCTION OF REAL ESTATE FOR OTHERS, IN CLASS 37 (U.S. CL. 103).

FIRST USE 10-14-1986; IN COMMERCE 10-14-1986.

OWNER OF U.S. REG. NOS. 501,706, 1,121,163 AND OTHERS.

SER. NO. 630,112, FILED 11-13-1986.

NANCY O. HEBERT, EXAMINING ATTORNEY

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STATUS | DOCUMENTS | MAINTENANCE | Back to Search | Print

Generated on:	This page was generated by TSDR on 2020-08-07 10:02:26 EDT		
Mark:	ROCK SOLID		No Image exists for this case.
US Serial Number:	73630112	**Application Filing Date:**	Nov. 13, 1986
US Registration Number:	1443527	**Registration Date:**	Jun. 16, 1987
Register:	Principal		
Mark Type:	Service Mark		
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic		
Status:	The registration has been renewed.		
Status Date:	Aug. 10, 2017		
Publication Date:	Mar. 24, 1987		

Mark Information

Collapse All

Mark Literal Elements:	ROCK SOLID
Standard Character Claim:	No
Mark Drawing Type:	1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Claimed Ownership of US Registrations:	**0501706**, **0615490**, **0792738**, **0961764**, **0961765**, **1108211**, **1121163** 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:	[ADMINISTRATIVE SERVICES, NAMELY, DATA PROCESSING AND ACCOUNTING SERVI		
International Class(es):	035 - Primary Class	**U.S Class(es):**	100, 101

Privacy - Terms

Class Status:	SECTION 8 - CANCELLED		
Basis:	1(a)		
First Use:	Oct. 14, 1986	**Use in Commerce:**	Oct. 14, 1986

For:	INSURANCE UNDERWRITING, ADMINISTRATION AND AGENCY SERVICES FOR LIFE, HEALTH, ANNU PROFIT SHARING FUNDS, PROPERTY AND CASUALTY AND REINSURANCE; INDEPENDENT ADMIN THE TYPE PERFORMED IN THE NORMAL CONDUCT OF INSURANCE OR ANNUITY OPERATIONS, N ACTUARIAL AND CLAIMS SERVICES; CORPORATION FINANCING; MORTGAGE ORIGINATION AND A AND PUBLIC SALES OF LOANS AND LOAN PORTFOLIOS; REAL ESTATE LEASING AND MANAGEME INVESTMENT; PORTFOLIO ASSET MANAGEMENT; THE PURCHASE AND SALE OF REAL ESTATE, SE COMMODITIES FOR OTHERS OR IN CONNECTION WITH FUND MANAGEMENT; AND SECURITIES A BROKERAGE SERVICES AND UNDERWRITING SERVICES		
International Class(es):	036 - Primary Class	**U.S Class(es):**	101, 102
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Jul. 12, 1985	**Use in Commerce:**	Jul. 12, 1985

For:	[REAL ESTATE DEVELOPMENT SERVICES, NAMELY PLANNING, LAYING OUT AND CONSTRUCTION OTHERS]		
International Class(es):	037 - Primary Class	**U.S Class(es):**	100, 103, 106
Class Status:	SECTION 8 - CANCELLED		
Basis:	1(a)		
First Use:	Oct. 14, 1986	**Use in Commerce:**	Oct. 14, 1986

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes
Filed ITU:	No	**Currently ITU:**	No
Filed 44D:	No	**Currently 44E:**	No
Filed 44E:	No	**Currently 66A:**	No
Filed 66A:	No	**Currently No Basis:**	No
Filed No Basis:	No		

Current Owner(s) Information

Owner Name:	PRUDENTIAL INSURANCE COMPANY OF AMERICA, THE		
Owner Address:	751 BROAD STREET NEWARK, NEW JERSEY UNITED STATES 07102		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	NEW JERSEY

Attorney/Correspondence Information

Attorney of Record

Privacy - Terms

Attorney Name:	Dorothy von Hollen	**Docket Number:**	USA000381
Attorney Primary Email Address:	dolly.vonhollen@prudential.com	**Attorney Email Authorized:**	Yes

Correspondent

Correspondent Name/Address:	Dorothy von Hollen The Prudential Insurance Company of America 213 Washington Street IP Law Dept. - Mezzanine Level Newark, NEW JERSEY UNITED STATES 07102		
Phone:	973-367-7107	**Fax:**	973-367-7121
Correspondent e-mail:	dolly.vonhollen@prudential.com sonia.sanabia@prudential.com karen.powers@prudential.com pru.tm@prudential.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 10, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Aug. 10, 2017	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	75184
Jul. 22, 2017	REVIEW OF CORRESPONDENCE COMPLETE - INFORMATION MADE OF RECORD	75184
Jul. 06, 2017	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Jul. 05, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jul. 05, 2017	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	75184
Jul. 05, 2017	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	75184
Jun. 24, 2017	POST REGISTRATION ACTION MAILED - SEC. 8 & 9	75184
Jun. 23, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75184
May 10, 2017	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
May 10, 2017	FAX RECEIVED	
May 09, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
May 09, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
May 09, 2007	REGISTERED - PARTIAL SEC. 8 (10-YR) ACCEPTED	75461
Apr. 27, 2007	ASSIGNED TO PARALEGAL	75461
Mar. 29, 2007	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Mar. 29, 2007	TEAS SECTION 8 & 9 RECEIVED	
Oct. 25, 2006	CASE FILE IN TICRS	
Mar. 04, 2002	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 29, 1993	REGISTERED - PARTIAL SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Sep. 29, 1993	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	
Jun. 08, 1993	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	

Privacy - Terms

Jun. 16, 1987	REGISTERED-PRINCIPAL REGISTER	
Mar. 24, 1987	PUBLISHED FOR OPPOSITION	
Feb. 26, 1987	NOTICE OF PUBLICATION	
Jan. 16, 1987	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 15, 1987	ASSIGNED TO EXAMINER	62243

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	POST REGISTRATION	**Date in Location:**	Aug. 10, 2017

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

Privacy - Terms

Int. Cl.: 35

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

Reg. No. 2,497,699

United States Patent and Trademark Office

Registered Oct. 16, 2001

SERVICE MARK
PRINCIPAL REGISTER

ROCK SOLID IN REAL ESTATE

PRUDENTIAL INSURANCE COMPANY OF AMERICA, THE (NEW JERSEY CORPORATION)
751 BROAD STREET
NEWARK, NJ 071023777

FOR: REAL ESTATE BROKERAGE FRANCHISE SERVICES, NAMELY, OFFERING TECHNICAL ADVICE AND ASSISTANCE TO OTHERS IN THE ESTABLISHMENT AND OPERATION OF REAL ESTATE BROKERAGES; REFERRAL SERVICES IN THE FIELD OF REAL ESTATE; PERSONNEL, BUSINESS AND EMPLOYEE RELOCATION SERVICES; PROVIDING INFORMATION IN THE FIELD OF RELOCATION BY MEANS OF A GLOBAL COMPUTER NETWORK, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 10-0-1992; IN COMMERCE 10-0-1992.

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

SER. NO. 75-861,935, FILED 12-3-1999.

BARNEY CHARLON, EXAMINING ATTORNEY

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Mark:	ROCK SOLID IN REAL ESTATE	ROCK SOLID IN REAL ESTATE	
US Serial Number:	75861935	**Application Filing Date:**	Dec. 03, 1999
US Registration Number:	2497699	**Registration Date:**	Oct. 16, 2001
Register:	Principal		
Mark Type:	Service Mark		
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic		
Status:	The registration has been renewed.		
Status Date:	Nov. 18, 2011		
Publication Date:	Jul. 24, 2001		

Mark Information

Collapse All

Mark Literal Elements:	ROCK SOLID IN REAL ESTATE
Standard Character Claim:	No
Mark Drawing Type:	1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)
Disclaimer:	"REAL ESTATE"

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:	Real estate brokerage franchise services, namely, offering technical advice and assistance to others in the of real estate brokerages; referral services in the field of real estate; personnel, business and employee relo information in the field of relocation by means of a global computer network		
International Class(es):	035 - Primary Class	**U.S Class(es):**	100, 101, 102
Class Status:	ACTIVE		
Basis:	1(a)		
First Use:	Oct. 1992	**Use in Commerce:**	Oct. 199

Basis Information (Case Level)

Privacy - Terms

Filed Use:	Yes	**Currently Use:**	Yes
Filed ITU:	No	**Currently ITU:**	No
Filed 44D:	No	**Currently 44E:**	No
Filed 44E:	No	**Currently 66A:**	No
Filed 66A:	No	**Currently No Basis:**	No
Filed No Basis:	No		

Current Owner(s) Information

Owner Name:	Prudential Insurance Company of America, The		
Owner Address:	751 Broad Street Newark, NEW JERSEY UNITED STATES 071023777		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	NEW JERSEY

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Dorothy von Hollen		
Attorney Primary Email Address:	diego.jara@prudential.com	**Attorney Email Authorized:**	Yes

Correspondent

Correspondent Name/Address:	Dorothy von Hollen THE PRUDENTIAL INSURANCE CO OF AMERICA 751 BROAD STREET NEWARK, NEW JERSEY UNITED STATES 07102		
Phone:	973-367-7107	**Fax:**	973-367-7121
Correspondent e-mail:	diego.jara@prudential.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 18, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	70131
Nov. 18, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	70131
Nov. 18, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70131
Oct. 13, 2011	TEAS SECTION 8 & 9 RECEIVED	
Oct. 13, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 13, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 31, 2007	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	61619
Mar. 31, 2007	ASSIGNED TO PARALEGAL	61619
Feb. 06, 2007	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	

Privacy - Terms

Feb. 06, 2007	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Feb. 06, 2007	TEAS SECTION 8 & 15 RECEIVED	
Jan. 18, 2007	CASE FILE IN TICRS	
Mar. 11, 2002	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 16, 2001	REGISTERED-PRINCIPAL REGISTER	
Jul. 24, 2001	PUBLISHED FOR OPPOSITION	
Jul. 11, 2001	NOTICE OF PUBLICATION	
Jan. 25, 2001	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 29, 2000	LETTER OF SUSPENSION MAILED	
Aug. 14, 2000	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 28, 2000	NON-FINAL ACTION MAILED	
Apr. 23, 2000	ASSIGNED TO EXAMINER	71994

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	GENERIC WEB UPDATE	**Date in Location:**	Nov. 18, 2011

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Privacy - Terms

Int. Cl.: 36

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

Reg. No. 2,497,700

United States Patent and Trademark Office

Registered Oct. 16, 2001

SERVICE MARK
PRINCIPAL REGISTER

ROCK SOLID IN REAL ESTATE

PRUDENTIAL INSURANCE COMPANY OF AMERICA, THE (NEW JERSEY CORPORATION)
751 BROAD STREET
NEWARK, NJ 071023777

FOR: REAL ESTATE BROKERAGE SERVICES; REAL ESTATE LEASING AND MANAGEMENT SERVICES; MORTGAGE BROKERAGE SERVICES; INSURANCE CONSULTATION SERVICES; PROVIDING INFORMATION IN THE FIELD OF REAL ESTATE BY MEANS OF A GLOBAL COMPUTER NETWORK, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 10-0-1992; IN COMMERCE 10-0-1992.

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

SER. NO. 75-861,936, FILED 12-3-1999.

BARNEY CHARLON, EXAMINING ATTORNEY

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Generated on:	This page was generated by TSDR on 2020-08-07 09:57:50 EDT		
Mark:	ROCK SOLID IN REAL ESTATE	ROCK SOLID IN REAL ESTATE	
US Serial Number:	75861936	**Application Filing Date:**	Dec. 03, 1999
US Registration Number:	2497700	**Registration Date:**	Oct. 16, 2001
Register:	Principal		
Mark Type:	Service Mark		
TM5 Common Status Descriptor:	LIVE/REGISTRATION/Issued and Active The trademark application has been registered with the Offic		
Status:	The registration has been renewed.		
Status Date:	Nov. 18, 2011		
Publication Date:	Jul. 24, 2001		

Mark Information

Collapse All

Mark Literal Elements:	ROCK SOLID IN REAL ESTATE
Standard Character Claim:	No
Mark Drawing Type:	1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)
Disclaimer:	"REAL ESTATE"

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:	Real estate brokerage services; real estate leasing and management services; mortgage brokerage service services; providing information in the field of real estate by means of 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:	Oct. 1992	**Use in Commerce:**	Oct. 1992

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes

Privacy - Terms

Filed ITU:	No	**Currently ITU:**	No
Filed 44D:	No	**Currently 44E:**	No
Filed 44E:	No	**Currently 66A:**	No
Filed 66A:	No	**Currently No Basis:**	No
Filed No Basis:	No		

Current Owner(s) Information

Owner Name:	Prudential Insurance Company of America, The		
Owner Address:	751 Broad Street Newark, NEW JERSEY UNITED STATES 071023777		
Legal Entity Type:	CORPORATION	**State or Country Where Organized:**	NEW JERSEY

Attorney/Correspondence Information

Attorney of Record

Attorney Name:	Dorothy von Hollen		
Attorney Primary Email Address:	diego.jara@prudential.com	**Attorney Email Authorized:**	Yes

Correspondent

Correspondent Name/Address:	Dorothy von Hollen THE PRUDENTIAL INSURANCE CO OF AMERICA 751 Broad Street NEWARK, NEW JERSEY UNITED STATES 07102-3777		
Phone:	973-367-7107	**Fax:**	973-367-7121
Correspondent e-mail:	diego.jara@prudential.com	**Correspondent e-mail Authorized:**	Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 18, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	70131
Nov. 18, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	70131
Nov. 18, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70131
Oct. 13, 2011	TEAS SECTION 8 & 9 RECEIVED	
Oct. 13, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 13, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 02, 2007	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	59807
Mar. 30, 2007	ASSIGNED TO PARALEGAL	59807
Feb. 06, 2007	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	

Privacy - Terms

Feb. 06, 2007	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Feb. 06, 2007	TEAS SECTION 8 & 15 RECEIVED	
Jan. 18, 2007	CASE FILE IN TICRS	
Mar. 11, 2002	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 16, 2001	REGISTERED-PRINCIPAL REGISTER	
Jul. 24, 2001	PUBLISHED FOR OPPOSITION	
Jul. 11, 2001	NOTICE OF PUBLICATION	
Jan. 25, 2001	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 29, 2000	LETTER OF SUSPENSION MAILED	
Aug. 14, 2000	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 28, 2000	NON-FINAL ACTION MAILED	
Apr. 23, 2000	ASSIGNED TO EXAMINER	71994

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location:	GENERIC WEB UPDATE	**Date in Location:**	Nov. 18, 2011

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Proceedings - Click to Load

Privacy - Terms

EXHIBIT B

Tailored coverage with a rock solid foundation

We stand behind our motto when we say, we are there for "life's biggest decisions".

Have an advisor contact you.

First Nam Last Nam Your Ema

SUBMIT REQUEST

How can we help?

100+

Our team has over

25,000

25,000 families

390

The Gibraltar

100 years of cumulative insurance experience.

have been protected with The Gibraltar Group since 2001.

Group serves clients in 390 counties and counting.

Tell us what you need to protect and we will find the right policy for you.

Your life is wonderful, crazy and completely your own , and we want you to protect you and those you love through every step of this adventure. Just by talking with us, we will help you truly understand and learn about how insurance can be customized to fit your exact needs, created for you, by you. You'll be ready to have the independence that goes further but all while knowing you have the Gibraltar Insurance team by your side the whole way.

HOME & RENTERS

Whether you are looking for coverage for your home or

AUTO

We make Auto Insurance quick and painless. Find out how our agents can

FLOOD

Your peace of mind starts here. For less than $1.50 a day you can protect yourself

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apartment, a vacation home, rental or secondary residence we have the policies that will fit your needs.

Explore Home & Renters Insurance

quote you the best policy for the best price. Take the guess work out of picking a policy

Explore Auto Insurance

from the unexpected. In a high hazard flood zone...find out from one of our flood agents.

Explore Flood Insurance

Your company, your protection.

Always keep the doors open with coverage for your business, employees and property with a comprehensive commercial policy.

EXPLORE COMMERCIAL INSURANCE

Live life, we've got you coverage.

Give your family the protection they deserve with a life insurance policy that allows them to keep the quality of life you have worked so hard to give them.

EXPLORE LIFE INSURANCE

Meet our experienced

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experienced insurance agents.

Ed Falkenstein | Chelsey Hernandez | Peggy Dyches | Michael Phillips | Pat Barrios

Jessica Dieter | Pharaoh Rogers | Doug Feinberg | Janet Simmers | Jay Morrow

Todd Clark | Kristine Bradley | Chase Fontenot

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I never felt ignored or that my needs were not being met.

The Gibraltar Group - Insurance Services] went above and beyond helping me figure out the correct coverage I needed for my homeowners and flood insurance. She kept me sane during this time because I knew that she was knowledgeable and would not steer me in the wrong direction. She always kept me informed on what was going on either by email or text messages so I never felt ignored or that my needs were not being met. I recommend her HIGHLY and I now would consider her a friend.

— Tina L.

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Have an advisor get in touch.

Just want someone to give you a quick call? Fill out the form below to let us know how we can help and one of our licensed agents will give you a call.

First Name | Last Name | Your Email | Zip Code

How can we help?

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