

ESTTA Tracking number: **ESTTA1139802**

Filing date: **06/11/2021**

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	RE/MAX, LLC
Granted to Date of previous extension	06/12/2021
Address	5075 S. SYRACUSE ST. DENVER, CO 80237 UNITED STATES
Attorney information	ASHLEY KRAUSE 5075 S. SYRACUSE ST. DENVER, CO 80237 UNITED STATES Primary Email: tmcorrespondence@remax.com 3037963507
Docket Number	PL 16685

**Applicant Information**

Application No.	79295387	Publication date	04/13/2021
Opposition Filing Date	06/11/2021	Opposition Period Ends	06/12/2021
International Registration No.	1554298	International Registration Date	06/26/2020
Applicant	Save Max Real Estate Inc. 145 CLARENCE STREET, SUITE 29 BRAMPTON ON L6W 3G1 CANADA		

**Goods/Services Affected by Opposition**

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

All goods and services in the class are opposed, namely: Real estate services, namely, real estate agency services; consulting services in the area of real estate; management services in the field of real estate; providing information in the field of real estate

**Grounds for Opposition**

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

U.S. Registration No.	1139014	Application Date	01/21/1977
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Registration Date	08/26/1980	Foreign Priority Date	NONE
Word Mark	RE/MAX		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1973/01/30 First Use In Commerce: 1973/06/01 RENDERING TECHNICAL AID AND ASSISTANCE TO OTHERS IN THE ESTABLISHMENT AND OPERATION OF A REAL ESTATE BROKERAGE AGENCY Class 036. First use: First Use: 1973/01/30 First Use In Commerce: 1973/06/01 REAL ESTATE BROKERAGE SERVICES		

U.S. Registration No.	2106387	Application Date	03/07/1996
Registration Date	10/21/1997	Foreign Priority Date	NONE
Word Mark	REMAX		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 1977/01/01 First Use In Commerce: 1977/01/01 real estate brokerage services		

U.S. Registration No.	2054698	Application Date	03/07/1996
Registration Date	04/22/1997	Foreign Priority Date	NONE
Word Mark	REMAX		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1977/01/01 First Use In Commerce: 1977/01/01 franchise services, namely, offering technical assistance in the establishment and/or operation of real estate brokerage firms		

U.S. Registration No.	2403626	Application Date	05/24/1999
Registration Date	11/14/2000	Foreign Priority Date	NONE
Word Mark	RE/MAX		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 036. First use: First Use: 1995/08/01 First Use In Commerce: 1995/08/01 PROVIDING A WEBSITE ON GLOBAL COMPUTER NETWORKS FEATURING INFORMATION IN THE FIELD OF REAL ESTATE

U.S. Registration No.	2850996	Application Date	06/26/2003
Registration Date	06/08/2004	Foreign Priority Date	NONE

Word Mark	REMAX.COM
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 035. First use: First Use: 2000/12/31 First Use In Commerce: 2000/12/31 Franchising services, namely, offering technical assistance in the establishment and/or operation of real estate brokerage offices
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U.S. Registration No.	3287530	Application Date	11/17/2006
Registration Date	09/04/2007	Foreign Priority Date	NONE


Word Mark	RE/MAX
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 035. First use: First Use: 1975/10/17 First Use In Commerce: 1975/10/17 franchising, namely, consultation and assistance in business management, organization and promotion; franchising, namely, offering technical assistance in the establishment and/or operation of real estate brokerage offices; creating and updating advertising material; advertising via electronic media and specifically the Internet; real estate advertising services; distribution and dissemination of advertising materials; arranging and conducting trade shows in the field of real estate and real estate franchise services; moving and relocation services, namely, planning and implementing moves of homes and offices; personnel relocation; transportation logistics services, namely, arranging the transportation of household goods for others; business services, namely, registering, screening, credentialing, and organizing third-party vendors, suppliers, and contractors, on behalf of others; promoting the goods and services of others by providing hyperlinks to the web sites of others; promoting public awareness of the need for breast cancer screening; providing consumer information in the field of real estate; real estate marketing services, namely, on-line services featuring tours of residential and commercial real estate; referrals in the field of real estate brokerage; real estate networking referral services, namely, promoting the goods and
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	services of others by passing businessleads and referrals; [ subscription to a television channel; ] real estate auctions
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U.S. Registration No.	3296461	Application Date	11/17/2006
Registration Date	09/25/2007	Foreign Priority Date	NONE
Word Mark	RE/MAX		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 1973/01/30 First Use In Commerce: 1973/06/01 real estate brokerage; real estate agencies; agencies or brokerage for renting of land and buildings; real estate valuation services; real estate consultancy; providing real estate listings and real estate information via the Internet; real estate management; organizing preferred provider programs in the field of products and services to support real estatebrokers and agents in the operation of their real estate businesses and in the marketing of their professional services; providing information in the field of real estate via the Internet; raising funds for breast cancer screening and treatment, health education projects, and breast cancer research; financial sponsorship of programs that benefit the health and well-being of women and children; insurance brokerage; charitable fund raising		

U.S. Registration No.	6288394	Application Date	07/29/2020
Registration Date	03/09/2021	Foreign Priority Date	NONE
Word Mark	RE/MAX		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1973/01/30 First Use In Commerce: 1973/06/01 Franchising, namely, consultation and assistance in business management, or-		

	ganization and promotion
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Related Proceedings	Canadian Federal Court Case: RE/MAX, LLC v. Save Max Real Estate, Inc. and Raman Dua, Court No. T-1049-18
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Attachments	75712611#TMSN.png( bytes ) 77046914#TMSN.png( bytes ) 77046919#TMSN.png( bytes ) 90080618#TMSN.png( bytes ) Notice of Opposition--Finalized.pdf(644148 bytes )
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Signature	/ashleykrause/
Name	ASHLEY KRAUSE
Date	06/11/2021

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

RE/MAX, LLC

Opposer,

v.

SAVE MAX REAL ESTATE INC.

Applicant.

Opposition No. \_\_\_\_\_

Mark: SAVE MAX  
Serial No. 79/295,387  
Filing Date: June 26, 2020  
Publication Date: April 13, 2021

**NOTICE OF OPPOSITION**

RE/MAX, LLC, a Delaware Limited Liability Company, located and doing business at 5075 S. Syracuse Street, Denver, Colorado 80237 (hereinafter "Opposer") believes that it will be damaged by the registration of SAVE MAX, a mark sought to be registered through U.S. Service Mark Application Serial No. 79/295,387, filed on June 26, 2020, by Save Max Real Estate Inc., a Canadian Corporation, (hereinafter "Applicant"), and Opposer hereby opposes the same.

The grounds for opposition are as follows:

1. Opposer provides real estate brokerage services throughout the United States and in numerous foreign countries through a network of sub-franchisors, franchisees, and affiliated sales agents who are authorized to use Opposer's registered service marks in connection with real estate brokerage services (the "RE/MAX Network").

2. Beginning at least as early as 1973, the RE/MAX Network has provided real estate brokerage services in interstate commerce all in connection with Opposer's distinctive registered

service marks, "REMAX" and "RE/MAX" (in each case, without regard to any particular font style, size, or color), collectively referred to as the "RE/MAX Trademarks."

3. As a result of substantial sales, extensive advertising and promotion and longstanding use, the RE/MAX Trademarks are distinctive and famous among the general consuming public of the United States.

4. Opposer owns the following United States Trademark Registrations, among others:

Mark	Reg. No.	Goods/Services	Filing Date
RE/MAX	1,139,014	rendering technical aid and assistance to others in the establishment and operation of a real estate brokerage agency. real estate brokerage services.	01/21/77
REMAX	2,106,387	real estate brokerage services	03/07/96
REMAX	2,054,698	franchise services, namely, offering technical assistance in the establishment and/or operation of real estate brokerage firms.	03/07/96
RE/MAX	2,403,626	providing a website on global computer networks featuring information in the field of real estate.	05/24/99
REMAX.COM	2,850,996	Franchising services, namely, offering technical assistance in the establishment and/or operation of real estate brokerage offices.	06/26/03
RE/MAX	3,287,530	franchising, namely consultation and assistance in business management, organization and promotion; franchising, namely, offering technical assistance in the establishment and/or operation of real estate brokerage offices; creating and updating advertising material; advertising via electronic media and specifically the Internet; real estate advertising services; distribution and dissemination of advertising materials; arranging and conducting trade shows in the field of real estate and real estate franchise services; moving and relocation services, namely planning and implementing moves of homes and offices; personnel relocation; transportation logistics services, namely, arranging the transportation of household goods for others; business services, namely, registering, screening, credentialing, and organizing third-party vendors, suppliers, and contractors, on behalf of others; promoting the goods and services of others by providing hypertext links to the web sites of others; promoting public awareness of the need for breast cancer screening; providing consumer information in the field of real estate; real estate marketing services, namely, on-line services featuring tours of residential and commercial real estate; referrals in the field of real estate brokerage; real estate networking referral services, namely, promoting the goods and services of others by passing business leads and referrals; subscription to a television channel; real estate auctions.	11/17/06

Mark	Reg. No.	Goods/Services	Filing Date
RE/MAX	3,296,461	real estate brokerage; real estate agencies; agencies or brokerage for renting of land and buildings; real estate valuation services; real estate consultancy; providing real estate listings and real estate information via the Internet; real estate management; organizing preferred provider programs in the field of products and services to support real estate brokers and agents in the operation of their real estate businesses and in the marketing of their professional services; providing information in the field of real estate via the Internet; raising funds for breast cancer screening and treatment, health education projects, and breast cancer research; financial sponsorship of programs that benefit the health and well-being of women and children; insurance brokerage; charitable fund raising	11/17/06
RE/MAX	6,288,394	Franchising, namely, consultation and assistance in business management, organization and promotion	03/09/21

Pursuant to 37 CFR § 2.122, current printouts of information from the electronic database records of the USPTO showing the current status and title of these registrations are attached as Exhibit A.

5. Registrations 1,139,014, 2,106,387, 2,054,698, 2,403,626, 2,850,996, 3,287,530 and 3,296,461 are all incontestable, pursuant to 15 U.S.C. § 1065.

6. By virtue of Opposer's use of the RE/MAX Trademarks in connection with the services set forth above and other services, Opposer has developed substantial common law rights in the RE/MAX Trademarks for use in connection with those services.

7. Opposer and the RE/MAX Network use the RE/MAX Trademarks on a variety of advertising media including property signs, business cards, newspapers and other print media, directional signs, open house signs, Internet web sites, hot and cold air balloons, television commercials, billboards, displays at sporting events, bus stop benches, transit buses, banners, brochures, coffee mugs, and other advertising and promotional items.

8. Since at least as early as 1974, Opposer and the RE/MAX Network, which are over 130,000 in number, have invested billions of dollars to develop, promote and maintain the RE/MAX Trademarks in the United States and worldwide. The RE/MAX Network has used the



RE/MAX Trademarks in connection with representing either the buyer or the seller over 25 million times in real estate sale transactions in the United States and worldwide, resulting in over five trillion dollars in sales volume from 1973 to the present.

9. As a result of substantial sales and extensive advertising and promotion, and longstanding use, the RE/MAX Trademarks have become widely and favorably known as identifying real estate brokerage services originating from, sponsored by, or associated with Opposer. Indeed, the RE/MAX Trademarks are famous. The public has come to associate the RE/MAX Trademarks as a source of high quality real estate brokerage services and related services.

10. Applicant filed U.S. Trademark Application Serial No. 79/295,387 on June 26, 2020, seeking to register the mark SAVE MAX (“Applicant’s Mark”).

11. By that application, Applicant seeks to register Applicant’s Mark as a trademark in connection with “Real estate services, namely, real estate agency services; consulting services in the area of real estate; management services in the field of real estate; providing information in the field of real estate” in International Class 36, services that are identical to services provided by Opposer under the RE/MAX Trademarks.

12. Applicant’s Mark was published in the Official Gazette for opposition on April 13, 2021. Opponent requested, and was granted, a 30-day extension of time in which to oppose Applicant’s Mark on May 11, 2021. Therefore, this Notice of Opposition is timely filed.

13. Opposer has priority based on its registration for the RE/MAX Trademarks, each of which predates the filing date of the Applicant’s Mark.

14. Opposer also has priority based on its prior use in commerce of its RE/MAX Trademarks before the Applicant's Mark was filed and before any date of first use that may be alleged by Applicant.

15. Applicant's Mark so closely resembles Opposer's prior used and registered RE/MAX Trademarks, as to be likely when used in connection with the services identified in application Serial No. 79/295,387 to cause confusion, or to cause mistake, or to deceive consumers as to the source of Applicant's services or as to an affiliation, connection or association between Opposer and Applicant, or as to the origin, sponsorship, or approval of Applicant's services or other commercial activities.

16. Opposer's RE/MAX name and the RE/MAX Trademarks are of sufficient fame and reputation among consumers that, when Applicant's Mark is used in connection with the services set forth in the application, a false connection with Opposer will be presumed by consumers.

17. Opposer has not in any way authorized Applicant's use of SAVE MAX for the services set forth in Application Serial No. 79/295,387.

18. The registration of Applicant's Mark on the Principal Register would be inconsistent with Opposer's rights under the aforementioned registrations, the common law, and the Trademark Act, and would be damaging to Opposer.

WHEREFORE, Opposer RE/MAX, LLC believes that it would be damaged by registration of Applicant's Mark and respectfully prays that U.S. Service Mark Application Serial No. 79/295,387 for SAVE MAX be rejected, that no registration be issued thereon, and that this opposition be sustained in favor of Opposer.

Respectfully submitted this 11<sup>th</sup> day of June, 2021.

RE/MAX, LLC

By: 

Ashley Krause  
RE/MAX, LLC  
5075 South Syracuse Street  
Denver, Colorado 80237  
(303) 796-3507

ATTORNEY FOR OPPOSER

# Exhibit A



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**Word Mark** RE/MAX

**Goods and Services** IC 035. US 101. G & S: RENDERING TECHNICAL AID AND ASSISTANCE TO OTHERS IN THE ESTABLISHMENT AND OPERATION OF A REAL ESTATE BROKERAGE AGENCY. FIRST USE: 19730130. FIRST USE IN COMMERCE: 19730601

IC 036. US 101. G & S: REAL ESTATE BROKERAGE SERVICES. FIRST USE: 19730130. FIRST USE IN COMMERCE: 19730601

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 73113283

**Filing Date** January 21, 1977

**Current Basis** 1A

**Original Filing Basis** 1A

**Registration Number** **1139014**

**International Registration Number** 0921294

**Registration Date** August 26, 1980

**Owner** (REGISTRANT) RE/MAX OF AMERICA, INC. CORPORATION COLORADO 5555 S. TRENTON WAY ENGLEWOOD COLORADO 80110

(LAST LISTED OWNER) RE/MAX, LLC LIMITED LIABILITY COMPANY DELAWARE 5075 SOUTH SYRACUSE ST. DENVER COLORADO 802372712

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Ashley Krause

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20200904.

**Renewal** 3RD RENEWAL 20200904

**Live/Dead Indicator** LIVE



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<b>Word Mark</b>	REMAX
<b>Goods and Services</b>	IC 036. US 100 101 102. G & S: real estate brokerage services. FIRST USE: 19770101. FIRST USE IN COMMERCE: 19770101
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	75068799
<b>Filing Date</b>	March 7, 1996
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	July 29, 1997
<b>Registration Number</b>	<b>2106387</b>
<b>Registration Date</b>	October 21, 1997
<b>Owner</b>	(REGISTRANT) RE/MAX International, Inc. CORPORATION COLORADO 5075 South Syracuse Street 12th Floor, Legal Department Denver COLORADO 802372712  (LAST LISTED OWNER) RE/MAX, LLC LIMITED LIABILITY COMPANY DELAWARE 5075 SOUTH SYRACUSE ST. DENVER COLORADO 802372712
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Ashley Krause and Adam Scoville
<b>Prior Registrations</b>	1339510
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Affidavit Text</b>	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20170302.
<b>Renewal</b>	2ND RENEWAL 20170302
<b>Live/Dead Indicator</b>	LIVE

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# Typed Drawing

**Word Mark** REMAX

**Goods and Services** IC 035. US 100 101 102. G & S: franchise services, namely, offering technical assistance in the establishment and/or operation of real estate brokerage firms. FIRST USE: 19770101. FIRST USE IN COMMERCE: 19770101

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 75068927

**Filing Date** March 7, 1996

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** January 28, 1997

**Registration Number** **2054698**

**Registration Date** April 22, 1997

**Owner** (REGISTRANT) RE/MAX INTERNATIONAL INC CORPORATION COLORADO 5075 South Syracuse Street 12th Floor, Legal Department Denver COLORADO 802372712  
(LAST LISTED OWNER) RE/MAX, LLC LIMITED LIABILITY COMPANY DELAWARE 5075 SOUTH SYRACUSE ST. DENVER COLORADO 802372712

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Ashley Krause and Adam Scoville

**Prior Registrations** 1139014;1173586

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20170302.

**Renewal** 2ND RENEWAL 20170302

**Live/Dead Indicator** LIVE



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<b>Word Mark</b>	RE/MAX
<b>Goods and Services</b>	IC 036. US 100 101 102. G & S: PROVIDING A WEBSITE ON GLOBAL COMPUTER NETWORKS FEATURING INFORMATION IN THE FIELD OF REAL ESTATE. FIRST USE: 19950801. FIRST USE IN COMMERCE: 19950801
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	75712611
<b>Filing Date</b>	May 24, 1999
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	August 22, 2000
<b>Registration Number</b>	<b>2403626</b>
<b>International Registration Number</b>	0921294
<b>Registration Date</b>	November 14, 2000
<b>Owner</b>	(REGISTRANT) RE/MAX International, Inc. CORPORATION COLORADO 5075 South Syracuse Street 12th Floor, Legal Department Denver COLORADO 802372712  (LAST LISTED OWNER) RE/MAX, LLC LIMITED LIABILITY COMPANY DELAWARE 5075 SOUTH SYRACUSE ST. DENVER COLORADO 80237
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Ashley Krause
<b>Prior Registrations</b>	1139014;1339510;2054698;2119607;AND OTHERS



**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20210124.  
**Renewal** 2ND RENEWAL 20210124  
**Live/Dead Indicator** LIVE

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# Typed Drawing

**Word Mark** REMAX.COM

**Goods and Services** IC 035. US 100 101 102. G & S: Franchising services, namely, offering technical assistance in the establishment and/or operation of real estate brokerage offices. FIRST USE: 20001231. FIRST USE IN COMMERCE: 20001231

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 78267662

**Filing Date** June 26, 2003

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** March 16, 2004

**Registration Number** **2850996**

**Registration Date** June 8, 2004

**Owner** (REGISTRANT) RE/MAX International, Inc. CORPORATION COLORADO 5075 South Syracuse Street 12th Floor, Legal Department Denver COLORADO 802372712  
  
(LAST LISTED OWNER) RE/MAX, LLC LIMITED LIABILITY COMPANY DELAWARE 5075 South Syracuse Street DENVER COLORADO 80237

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Adam Lindquist Scoville

**Prior Registrations** 1139014;1339510;2119607

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20140320.

**Renewal** 1ST RENEWAL 20140320

**Live/Dead Indicator** LIVE



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# RE/MAX

#### Word Mark

RE/MAX

#### Goods and Services

IC 035. US 100 101 102. G & S: franchising, namely, consultation and assistance in business management, organization and promotion; franchising, namely, offering technical assistance in the establishment and/or operation of real estate brokerage offices; creating and updating advertising material; advertising via electronic media and specifically the Internet; real estate advertising services; distribution and dissemination of advertising materials; arranging and conducting trade shows in the field of real estate and real estate franchise services; moving and relocation services, namely, planning and implementing moves of homes and offices; personnel relocation; transportation logistics services, namely, arranging the transportation of household goods for others; business services, namely, registering, screening, credentialing, and organizing third-party vendors, suppliers, and contractors, on behalf of others; promoting the goods and services of others by providing hypertext links to the web sites of others; promoting public awareness of the need for breast cancer screening; providing consumer information in the field of real estate; real estate marketing services, namely, on-line services featuring tours of residential and commercial real estate; referrals in the field of real estate brokerage; real estate networking referral services, namely, promoting the goods and services of others by passing business leads and referrals; [ subscription to a television channel; ] real estate auctions. FIRST USE: 19751017. FIRST USE IN COMMERCE: 19751017

#### Standard Characters Claimed

#### Mark Drawing Code

(4) STANDARD CHARACTER MARK

#### Trademark Search Facility Classification Code

NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs, diacritics signs,prescription marks

#### Serial Number

77046914

#### Filing Date

November 17, 2006

#### Current Basis

1A

#### Original Filing Basis

1A

#### Published for Opposition

June 19, 2007

**Registration Number** 3287530

**International Registration Number** 0921294

**Registration Date** September 4, 2007

**Owner** (REGISTRANT) RE/MAX International, Inc. CORPORATION COLORADO 5075 South Syracuse Street 12th Floor, Legal Department Denver COLORADO 802372712

(LAST LISTED OWNER) RE/MAX, LLC LIMITED LIABILITY COMPANY DELAWARE 5075 SOUTH SYRACUSE STREET DENVER COLORADO 802372712

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Ashley Krause and Adam Scoville

**Prior Registrations** 1139014;2119607;2850996;AND OTHERS

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20170119.

**Renewal** 1ST RENEWAL 20170119

**Live/Dead Indicator** LIVE

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# RE/MAX

<b>Word Mark</b>	RE/MAX
<b>Goods and Services</b>	IC 036. US 100 101 102. G & S: real estate brokerage; real estate agencies; agencies or brokerage for renting of land and buildings; real estate valuation services; real estate consultancy; providing real estate listings and real estate information via the Internet; real estate management; organizing preferred provider programs in the field of products and services to support real estate brokers and agents in the operation of their real estate businesses and in the marketing of their professional services; providing information in the field of real estate via the Internet; raising funds for breast cancer screening and treatment, health education projects, and breast cancer research; financial sponsorship of programs that benefit the health and well-being of women and children; insurance brokerage; charitable fund raising. FIRST USE: 19730130. FIRST USE IN COMMERCE: 19730601
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Trademark Search Facility Classification Code</b>	NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,□ odiaic signs,prescription marks
<b>Serial Number</b>	77046919
<b>Filing Date</b>	November 17, 2006
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	July 10, 2007
<b>Registration Number</b>	<b>3296461</b>
<b>International Registration Number</b>	0921294
<b>Registration Date</b>	September 25, 2007

**Owner**

(REGISTRANT) RE/MAX International, Inc. CORPORATION COLORADO 5075 South Syracuse Street 12th Floor, Legal Department Denver COLORADO 802372712

(LAST LISTED OWNER) RE/MAX, LLC LIMITED LIABILITY COMPANY DELAWARE 5075 SOUTH SYRACUSE ST. DENVER COLORADO 802372712

**Assignment Recorded**

ASSIGNMENT RECORDED

**Attorney of Record**

Ashley Krause and Adam Scoville

**Prior Registrations**

1139014;2119607;2850996;AND OTHERS

**Type of Mark**

SERVICE MARK

**Register**

PRINCIPAL

**Affidavit Text**

SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20170119.

**Renewal**

1ST RENEWAL 20170119

**Live/Dead Indicator**

LIVE

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# RE/MAX

<b>Word Mark</b>	RE/MAX
<b>Goods and Services</b>	IC 035. US 100 101 102. G & S: Franchising, namely, consultation and assistance in business management, organization and promotion. FIRST USE: 19730130. FIRST USE IN COMMERCE: 19730601
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	90080618
<b>Filing Date</b>	July 29, 2020
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	December 22, 2020
<b>Registration Number</b>	<b>6288394</b>
<b>International Registration Number</b>	1575363
<b>Registration Date</b>	March 9, 2021
<b>Owner</b>	(REGISTRANT) RE/MAX, LLC LIMITED LIABILITY COMPANY DELAWARE 5075 South Syracuse Street Denver COLORADO 80237
<b>Attorney of Record</b>	Ashley Krause
<b>Prior Registrations</b>	1139014;2054698;3287530;AND OTHERS
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE