

ESTTA Tracking number: **ESTTA1280345**

Filing date: **04/24/2023**

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	Standard Chartered PLC
Granted to date of previous extension	04/23/2023
Address	1 BASINGHALL AVENUE LONDON, EC2V5DD UNITED KINGDOM
Attorney information	CHRISTIE BATY HUDGINS FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, L.L.P. 901 NEW YORK AVENUE, NW WASHINGTON, DC 20001 UNITED STATES Primary email: docketing@finnegan.com Secondary email(s): christie.hudgins@finnegan.com, danny.awdeh@finnegan.com, TTAB-Legal-Assistants@finnegan.com 202-408-4000
Docket no.	15548.0031

**Applicant information**

Application no.	90814749	Publication date	10/25/2022
Opposition filing date	04/24/2023	Opposition period ends	04/23/2023
Applicant	Blockchain Association 1701 RHODE ISLAND AVENUE NW WASHINGTON D.C., DC 20036 UNITED STATES		

**Goods/services affected by opposition**

Class 035. First Use: Jun 14, 2021 First Use In Commerce: Jun 14, 2021 All goods and services in the class are opposed, namely: Lobbying services, namely, promoting the interests of blockchain networks and cryptocurrencies in the fields of legislation and regulation; Providing information in the field of the blockchain cryptocurrency industry; Providing a website featuring information about political issues; Providing public policy information in the field of blockchain networks and cryptocurrencies
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**Grounds for opposition**

Priority and likelihood of confusion	Trademark Act Section 2(d)
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**Mark cited by opposer as basis for opposition**

U.S. registration no.	4862250	Application date	01/29/2015
Register	Principal		
Registration date	12/01/2015	Foreign priority date	NONE
Word mark	HERE FOR GOOD		
Design mark			
Description of mark	NONE		
Goods/services	<p>Class 036. First use: First Use: Mar 31, 2010 First Use In Commerce: Mar 31, 2010</p> <p>Banking services; services in dealing with currency, namely, currency exchange and advice; bureau de change services in the nature of foreign currency exchange; foreign currency exchange services; currency trading; investment banking services, namely, forward buying of currency; [credit card services; ] financial and investment safekeeping and custodial services in the nature of financial trust operations; custodial banking services; [ financial trusteeship services; ] financial management services; providing information, trading, trading for others, brokerage, providing advice and recommendations, valuation and handling services, providing management services, all in relation to bonds, stocks, securities, financial instruments, derivatives, futures and commodities, as well as portfolios of any of the foregoing; securities lending services; investment research and information services; market making services in the currency exchange and securities fields; [ investment trust management services; ] corporate finance consultancy services and consultancy in the field of financial and investment consulting; electronic stock transfer services, [ personal finance services, namely, financial services in the nature of an investment security, ] financial services in the field of money lending, financial services, namely, providing on-line stored value accounts in an electronic environment, financial services, namely, investment fund transfer and transaction services, financial services, namely, assisting others with the completion of financial transactions for stocks, bonds, securities and equities, [ financial services, namely, a total portfolio offering for high net worth clients consisting of both separate accounts and mutual funds for equity and fixed income investments; financial administration, namely, administration of checking, savings, investment, mortgage, escrow, trust and retirement accounts and currency exchange, transfer and trading services and advice relating thereto; ] cash management services; factoring agency services; invoice discounting services; loan financing services; provision of security for loans, namely, guaranteeing loans; electronic payment services, namely, electronic processing and transmission of bill payment data; [ merchant banking and investment banking and treasury services in the nature of foreign currency exchange information services, ] cash management [; investment management; investment and financial management services; consultation and advising in the fields of personal equity and estate planning; investment advisory services; pension fund brokerage, management and advisory services ]</p>		

Attachments	2023-04-24 Notice of Opposition 90814749 CRYPTO HERE FOR GOOD.pdf(1104896 bytes )
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Signature	/Christie Baty Hudgins/
Name	Christie Baty Hudgins
Date	04/24/2023

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

STANDARD CHARTERED PLC,  Opposer,  v.  BLOCKCHAIN ASSOCIATION,  Applicant.	Opposition No. _____  Mark: CRYPTO. HERE FOR GOOD. Serial No.: 90814749 Filing Date: July 7, 2021
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**NOTICE OF OPPOSITION**

Standard Chartered PLC (“Standard Chartered” or “Opposer”) is a public limited company organized under the laws of the United Kingdom with an address at 1 Basinghall Avenue, London, United Kingdom EC2V 5DD. Opposer believes that it will be damaged by the registration of the mark CRYPTO. HERE FOR GOOD. shown in Application Serial No. 90814749 for:

Lobbying services, namely, promoting the interests of blockchain networks and cryptocurrencies in the fields of legislation and regulation; Providing information in the field of the blockchain cryptocurrency industry; Providing a website featuring information about political issues; Providing public policy information in the field of blockchain networks and cryptocurrencies in Class 35

and opposes the application. As grounds for its opposition, Opposer alleges the following, upon actual knowledge with respect to itself and its own acts, and upon information and belief as to other matters:

**Opposer, Its Services, and Its HERE FOR GOOD Trademark**

1. Standard Chartered is a leading multinational bank headquartered in London, United Kingdom. The bank offers banking and financial services to clients of different segments

such as corporations, governments, institutional investors, private individuals, and small businesses in various countries globally, including the United States.

2. Standard Chartered has a long-standing history across some of the world’s fastest-growing economies. The bank’s unique footprint connects emerging markets in Asia, Africa, and the Middle East with more established economies in Europe and the Americas. Standard Chartered is present in 59 markets and has approximately 85,000 employees around the world. Standard Chartered offers its banking and financial services through various members of the Standard Chartered group of companies in many countries globally, including the United States.

3. Standard Chartered has used the mark HERE FOR GOOD in the United States since at least as early as March 31, 2010 to identify its various financial services (the “HERE FOR GOOD Mark”).

4. Opposer has obtained a federal trademark registration for its HERE FOR GOOD Mark for a variety of financial and related goods and services, including:

<b>Mark</b>	<b>Reg. No. Reg. Date</b>	<b>Services First Use in Commerce</b>
HERE FOR GOOD	4862250 12-01-2015	Banking services; services in dealing with currency, namely, currency exchange and advice; bureau de change services in the nature of foreign currency exchange; foreign currency exchange services; currency trading; investment banking services, namely, forward buying of currency; financial and investment safekeeping and custodial services in the nature of financial trust operations; custodial banking services; financial management services; providing information, trading, trading for others, brokerage, providing advice and recommendations, valuation and handling services, providing management services, all in relation to bonds, stocks, securities, financial instruments, derivatives, futures and commodities, as well as portfolios of any of the foregoing; securities

Mark	Reg. No. Reg. Date	Services First Use in Commerce
		lending services; investment research and information services; market making services in the currency exchange and securities fields; corporate finance consultancy services and consultancy in the field of financial and investment consulting; electronic stock transfer services, financial services in the field of money lending, financial services, namely, providing on-line stored value accounts in an electronic environment, financial services, namely, investment fund transfer and transaction services, financial services, namely, assisting others with the completion of financial transactions for stocks, bonds, securities and equities, cash management services; factoring agency services; invoice discounting services; loan financing services; provision of security for loans, namely, guaranteeing loans; electronic payment services, namely, electronic processing and transmission of bill payment data; cash management in Class 36 First Use in Commerce: 03-31-2010

5. A printout from the U.S. Patent and Trademark Office’s TESS and TSDR databases, including assignment information, for the registration listed in Paragraph 4 is attached as Exhibit A.

6. Opposer’s Registration No. 4862250 is valid and subsisting and constitutes *prima facie* evidence of the validity of the HERE FOR GOOD Mark and registration, and of Opposer’s ownership and exclusive right to use the mark in commerce.

7. Apart from the United States, Opposer has also obtained registration of the HERE FOR GOOD Mark in various territories around the world, including Argentina, Angola, Brazil, Canada, China, Colombia, Chile, Dominican Republic, Ecuador, the European Union, Hong Kong, Singapore, New Zealand, United Kingdom, UAE, Venezuela, and others.

### **Applicant and Its Mark**

8. Applicant Blockchain Association is a corporation organized under the laws of the District of Columbia with an address at 1701 Rhode Island Avenue NW, Washington, DC 20036.

9. On July 7, 2021, Applicant filed Application Serial No. 90814749 under Section 1(a) of the Lanham Act, 15 U.S.C. § 1051(a), for the mark CRYPTO. HERE FOR GOOD. for “lobbying services, namely, promoting the interests of blockchain networks and cryptocurrencies in the fields of legislation and regulation; providing information in the field of the blockchain cryptocurrency industry; providing a website featuring information about political issues; providing public policy information in the field of blockchain networks and cryptocurrencies” in Class 35. Application Serial No. 90814749 alleges a first use date of June 14, 2021.

10. On September 15, 2022, Applicant agreed to disclaim “CRYPTO” apart from the CRYPTO. HERE FOR GOOD. mark as a whole.

### **Count One Likelihood of Confusion, 15 U.S.C. § 1052(d)**

11. Opposer repeats and realleges each and every allegation set forth in each of the preceding paragraphs.

12. Opposer has used in commerce, registered, and/or applied to register its HERE FOR GOOD Mark long before the July 7, 2021 filing date, June 14, 2021 first-use/use-in-commerce date alleged by Applicant, and any other date on which Applicant can rely.

13. Applicant’s CRYPTO. HERE FOR GOOD. mark is so similar to Opposer’s prior used, filed, and/or registered HERE FOR GOOD Mark, and the services covered by Applicant’s CRYPTO. HERE FOR GOOD. mark and Opposer’s HERE FOR GOOD Mark are related in

such a way that it is likely that a consumer would be confused, mistaken, or deceived as to the source of the parties' respective services under Section 2(d) of the Lanham Act, as amended, 15 U.S.C. § 1052(d).

WHEREFORE, Opposer believes that it will be damaged by the registration of the CRYPTO. HERE FOR GOOD. mark and respectfully requests that the opposition be sustained and that the mark shown in Application Serial No. 90814749 be refused registration.

A filing fee has been submitted electronically. If the filing fee is found to be insufficient for any reason, please charge such deficiency to Deposit Account No. 06-0916.

Respectfully submitted,

Dated: April 24, 2023

By: /Christie Baty Hudgins/

Danny M. Awdeh  
Christie Baty Hudgins  
FINNEGAN, HENDERSON, FARABOW,  
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Attorneys for Opposer  
STANDARD CHARTERED PLC

Notice of Opposition  
Mark: CRYPTO. HERE FOR GOOD.  
Serial No.: 90814749

# Exhibit A





United States Patent and Trademark Office

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**Goods and Services** IC 036. US 100 101 102. G & S: Banking services; services in dealing with currency, namely, currency exchange and advice; bureau de change services in the nature of foreign currency exchange; foreign currency exchange services; currency trading; investment banking services, namely, forward buying of currency; [credit card services; ] financial and investment safekeeping and custodial services in the nature of financial trust operations; custodial banking services; [ financial trusteeship services; ] financial management services; providing information, trading, trading for others, brokerage, providing advice and recommendations, valuation and handling services, providing management services, all in relation to bonds, stocks, securities, financial instruments, derivatives, futures and commodities, as well as portfolios of any of the foregoing; securities lending services; investment research and information services; market making services in the currency exchange and securities fields; [ investment trust management services; ] corporate finance consultancy services and consultancy in the field of financial and investment consulting; electronic stock transfer services, [ personal finance services, namely, financial services in the nature of an investment security, ] financial services in the field of money lending, financial services, namely, providing on-line stored value accounts in an electronic environment, financial services, namely, investment fund transfer and transaction services, financial services, namely, assisting others with the completion of financial transactions for stocks, bonds, securities and equities, [ financial services, namely, a total portfolio offering for high net worth clients consisting of both separate accounts and mutual funds for equity and fixed income investments; financial administration, namely, administration of checking, savings, investment, mortgage, escrow, trust and retirement accounts and currency exchange, transfer and trading services and advice relating thereto; ] cash management services; factoring agency services; invoice discounting services; loan financing services; provision of security for loans, namely, guaranteeing loans; electronic payment services, namely, electronic processing and transmission of bill payment data; [ merchant banking and investment banking and treasury services in the nature of foreign currency exchange information services. ] cash management [; investment management; investment and financial management services; consultation and advising in the fields of personal equity and estate planning; investment advisory services; pension fund brokerage, management and advisory services ]. FIRST USE: 20100331. FIRST USE IN COMMERCE: 20100331

**Standard Characters Claimed****Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 86517867

**Filing Date** January 29, 2015  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** September 15, 2015  
**Registration Number** **4862250**  
**Registration Date** December 1, 2015  
**Owner** (REGISTRANT) Standard Chartered PLC public limited company (plc) UNITED KINGDOM 1 Basinghall Avenue London UNITED KINGDOM EC2V5DD  
**Attorney of Record** Danny M. Awdeh  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR).  
**Live/Dead Indicator** LIVE

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Mark: HERE FOR GOOD

HERE FOR GOOD

US Serial Number: 86517867

Application Filing Date: Jan. 29, 2015

US Registration Number: 4862250

Registration Date: Dec. 01, 2015

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Oct. 31, 2022

Publication Date: Sep. 15, 2015

## Mark Information

Mark Literal Elements: HERE FOR GOOD

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## 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:** Banking services; services in dealing with currency, namely, currency exchange and advice; bureau de change services in the nature of foreign currency exchange; foreign currency exchange services; currency trading; investment banking services, namely, forward buying of currency; [credit card services; ] financial and investment safekeeping and custodial services in the nature of financial trust operations; custodial banking services; [ financial trusteeship services; ] financial management services; providing information, trading, trading for others, brokerage, providing advice and recommendations, valuation and handling services, providing management services, all in relation to bonds, stocks, securities, financial instruments, derivatives, futures and commodities, as well as portfolios of any of the foregoing; securities lending services; investment research and information services; market making services in the currency exchange and securities fields; [ investment trust management services; ] corporate finance consultancy services and consultancy in the field of financial and investment consulting; electronic stock transfer services, [ personal finance services, namely, financial services in the nature of an investment security, ] financial services in the field of money lending, financial services, namely, providing on-line stored value accounts in an electronic environment, financial services, namely, investment fund transfer and transaction services, financial services, namely, assisting others with the completion of financial transactions for stocks, bonds, securities and equities, [ financial services, namely, a total portfolio offering for high net worth clients consisting of both separate accounts and mutual funds for equity and fixed income investments; financial administration, namely, administration of checking, savings, investment, mortgage, escrow, trust and retirement accounts and currency exchange, transfer and trading services and advice relating thereto; ] cash management services; factoring agency services; invoice discounting services; loan financing services; provision of security for loans, namely, guaranteeing loans; electronic payment services, namely, electronic processing and transmission of bill payment data; [ merchant banking and investment banking and treasury services in the nature of foreign currency exchange information services, ] cash management [; investment management; investment and financial management services; consultation and advising in the fields of personal equity and estate planning; investment advisory services; pension fund brokerage, management and advisory services ]

International Class(es): 036 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 31, 2010

Use in Commerce: Mar. 31, 2010

## 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: Standard Chartered PLC

Owner Address: 1 Basinghall Avenue  
London UNITED KINGDOM EC2V5DD

Legal Entity Type: public limited company (plc)

State or Country Where Organized: UNITED KINGDOM

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Danny M. Awdeh

Docket Number: 13039.0016

Attorney Primary Email Address: [docketing@finnegan.com](mailto:docketing@finnegan.com)

Attorney Email Authorized: Yes

### Correspondent

Correspondent Name/Address: Danny M. Awdeh  
Finnegan, Henderson, Farabow, Garrett & Dunner LLP  
901 New York Avenue NW  
Washington, DISTRICT OF COLUMBIA UNITED STATES 20001

Phone: 202-408-4000

Fax: 202-408-4400

Correspondent e-mail: [docketing@finnegan.com](mailto:docketing@finnegan.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Oct. 31, 2022	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 31, 2022	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	97444
Oct. 28, 2022	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	97444
Apr. 28, 2022	TEAS SECTION 8 & 15 RECEIVED	
Dec. 01, 2020	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Jan. 16, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 16, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Dec. 01, 2015	REGISTERED-PRINCIPAL REGISTER	
Sep. 15, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 15, 2015	PUBLISHED FOR OPPOSITION	
Aug. 26, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Aug. 13, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
Aug. 12, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 11, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	70884
Aug. 11, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	70884
Aug. 04, 2015	ASSIGNED TO LIE	70884
Jul. 22, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 05, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325

May 05, 2015	NON-FINAL ACTION E-MAILED	6325
May 05, 2015	NON-FINAL ACTION WRITTEN	83187
May 05, 2015	ASSIGNED TO EXAMINER	83187
Feb. 07, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Feb. 02, 2015	NEW APPLICATION ENTERED	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMEG LAW OFFICE 108

**Date in Location:** Oct. 31, 2022

## Proceedings

### Summary

**Number of Proceedings:** 1

### Type of Proceeding: Opposition

**Proceeding Number:** [91243607](#)

**Filing Date:** Sep 06, 2018

**Status:** Terminated

**Status Date:** Feb 08, 2019

**Interlocutory Attorney:** MARY B MYLES

### Defendant

**Name:** Deutsche Bank Aktiengesellschaft

**Correspondent Address:** DEBORAH L SHAPIRO  
MOSES & SINGER LLP  
405 LEXINGTON AVENUE  
NEW YORK NY UNITED STATES , 10174

**Correspondent e-mail:** [trademarks@mosessinger.com](mailto:trademarks@mosessinger.com) , [dshapiro@mosessinger.com](mailto:dshapiro@mosessinger.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
MADE FOR GOOD	Registered	<a href="#">79213366</a>	<a href="#">5777920</a>

### Plaintiff(s)

**Name:** Standard Chartered PLC

**Correspondent Address:** DANNY M AWDEH  
FINNEGAN HENDERSON FARABOW GARRETT & DUNNER LLP  
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### Associated marks

Mark	Application Status	Serial Number	Registration Number
HERE FOR GOOD	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86517867</a>	<a href="#">4862250</a>

### Prosecution History

Entry Number	History Text	Date	Due Date
9	TERMINATED	Feb 08, 2019	
8	BD DECISION: OPP DISMISSED W/O PREJ	Feb 08, 2019	
7	MOT TO AMEND APPLICATION	Feb 05, 2019	
6	D CHANGE OF CORRESP ADDRESS	Feb 05, 2019	
5	SUSPENDED	Oct 19, 2018	
4	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Oct 19, 2018	
3	INSTITUTED	Sep 14, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 14, 2018	Oct 24, 2018

