

ESTTA Tracking number: **ESTTA1317762**
Filing date: **10/24/2023**

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	Turo Inc.
Granted to date of previous extension	10/25/2023
Address	111 SUTTER STREET 12TH FLOOR SAN FRANCISCO, CA 94104 UNITED STATES
Attorney information	SABRINA J. DANIELSON HOLLAND & HART LLP 555 17TH STREET, SUITE 3200 DENVER, CO 80202 UNITED STATES Primary email: SJDanielson@hollandhart.com Secondary email(s): docket@hollandhart.com, gfmazzini@hollandhart.com, hihamilton@hollandhart.com 3032958565
Docket no.	103557.0221

Applicant information

Application no.	97523910	Publication date	06/27/2023
Opposition filing date	10/24/2023	Opposition period ends	10/25/2023
Applicant	Toor Inc. 1954 AIRPORT ROAD, 1330 ATLANTA, GA 30341 UNITED STATES		

Goods/services affected by opposition

<p>Class 009. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Downloadable mobile applications for coordinating freight and delivery services; Downloadable mobile applications for arranging transportation services, booking, scheduling and discharging drivers; Downloadable mobile applications for arranging concierge services; Downloadable mobile applications for locating, reserving, and renting automobiles; Downloadable mobile applications for transportation management services</p>
<p>Class 039. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Freight brokerage; Freight and transport brokerage; Freight transportation brokerage; Transportation and delivery services, namely, same day shipment services; Transportation of goods; Transportation of passengers and passengers' luggage; Transportation reservation services; Transportation services, namely, providing shuttle services by bus; Transportation services, namely, providing shuttle services by limousine; Cargo transportation; Making reservations and bookings for transportation; Online transportation reservation services</p>

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.	6585608	Application date	09/15/2015
Register	Principal		
Registration date	12/14/2021	Foreign priority date	03/18/2015
Word mark	TURO		
Design mark			
Description of mark	NONE		
Goods/services	<p>Class 009. First use: First Use: Nov 2, 2015 First Use In Commerce: Nov 2, 2015</p> <p>Computer software for listing and searching for transportation services, booking transportation services and dispatching vehicles of others to customers and arranging for drop off and pick up of vehicles to customers; computer software for use in scheduling, planning, organizing, managing, searching and allowing users to perform electronic business transactions and make payments for the use of motor vehicles of others; computer software for use in arranging transportation reservations, and for use in scheduling, planning, organizing, managing, enabling payment for and renting the use of motor vehicles, and for scheduling, maintaining vehicle inventory and reservations, and enabling communication with vehicle owners and renters; computer software for organizing, administering and managing the sharing or renting of motor vehicles</p> <p>Class 035. First use: First Use: Nov 2, 2015 First Use In Commerce: Nov 2, 2015</p> <p>Business management and business consultation services; business management and business consultation services relating to motor vehicle sharing, namely, tracking and monitoring vehicles for commercial purposes; billing and invoicing services relating to statements of account in the field of motor vehicle sharing; providing business advice and commercial information services in the field of automotive insurance and insurance claims process; business consultation in the field of motor vehicle fleet management services provided to car owners; infomediary services, namely, facilitating transactions between buyers and sellers of insurance through providing information about insurance providers and/or insurance services; administering discount group purchasing programs, namely, negotiating contracts with providers of insurance services on behalf of participant members of motor vehicle sharing service; operating an online marketplace featuring motor vehicles available for rent; advertising and marketing consultancy; advertising, marketing, and promotional services</p> <p>Class 039. First use: First Use: Nov 2, 2015 First Use In Commerce: Nov 2, 2015</p> <p>Transportation reservation and inventory management services; motor vehicle sharing services, namely, providing temporary use of motor vehicles; management, administration and organization of motor vehicle sharing services, namely, scheduling, planning, organizing, managing and providing the temporary use of motor vehicles; vehicle rental reservation services; motor vehicle sharing services, namely, providing temporary use of motor vehicles; providing a website featuring information regarding transportation reservation and rental services and vehicle booking information, advisory and consultancy services relating to the foregoing; providing a website for the booking of vehicle rentals; providing an</p>		

	<p>online searchable computer database featuring information on motor vehicles of others and their availability for rent; providing information and reviews on motor vehicle rentals, motor vehicle renters, and motor vehicle owners; travel agency services, namely, making reservations and bookings for transportation; providing online reservation, booking and listing of motor vehicle rentals; providing information on the rental of motor vehicles</p> <p>Class 042. First use: First Use: Nov 2, 2015 First Use In Commerce: Nov 2, 2015</p> <p>Providing temporary use of non-downloadable software for listing and searching for transportation services, booking transportation services and dispatching vehicles to customers and arranging for drop off and pick up of vehicles to customers; providing temporary use of non-downloadable computer programs for use in scheduling, planning, organizing, and managing the temporary use of motor vehicles; application service provider services featuring computer programs for use in transportation reservation services and for scheduling, planning, organizing, and managing the temporary use of motor vehicles, for scheduling and maintaining inventory, and for use in enabling communication with vehicle owners and renters; computer services, namely, providing temporary use of online non-downloadable software and maintaining computer software platforms, all for use in organizing, administration and management of motor vehicle sharing; computer services, namely, creating an online community for registered users to participate in motor vehicle sharing services and to engage in social, business, and community networking</p>
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U.S. application/ registration no.	NONE	Application date	NONE
Register	NONE		
Registration date	NONE		
Mark	TURO		
Goods/services	<p>Computer software for listing and searching for transportation services, booking transportation services and dispatching vehicles of others to customers and arranging for drop off and pick up of vehicles to customers; computer software for use in scheduling, planning, organizing, managing, searching and allowing users to perform electronic business transactions and make payments for the use of motor vehicles of others; computer software for use in arranging transportation reservations, and for use in scheduling, planning, organizing, managing, enabling payment for and renting the use of motor vehicles, and for scheduling, maintaining vehicle inventory and reservations, and enabling communication with vehicle owners and renters; computer software for organizing, administering and managing the sharing or renting of motor vehicles; Business management and business consultation services; business management and business consultation services relating to motor vehicle sharing, namely, tracking and monitoring vehicles for commercial purposes; billing and invoicing services relating to statements of account in the field of motor vehicle sharing; providing business advice and commercial information services in the field of automotive insurance and insurance claims process; business consultation in the field of motor vehicle fleet management services provided to car owners; infomediary services, namely, facilitating transactions between buyers and sellers of insurance through providing information about insurance providers and/or insurance services; administering discount group purchasing programs, namely, negotiating contracts with providers of insurance services on behalf of participant members of motor vehicle sharing service; operating an online marketplace featuring motor vehicles available for rent; advertising and marketing consultancy; advertising, marketing,</p>		

	<p>and promotional services; Transportation reservation and inventory management services; motor vehicle sharing services, namely, providing temporary use of motor vehicles; management, administration and organization of motor vehicle sharing services, namely, scheduling, planning, organizing, managing and providing the temporary use of motor vehicles; vehicle rental reservation services; motor vehicle sharing services, namely, providing temporary use of motor vehicles; providing a website featuring information regarding transportation reservation and rental services and vehicle booking information, advisory and consultancy services relating to the foregoing; providing a website for the booking of vehicle rentals; providing an online searchable computer database featuring information on motor vehicles of others and their availability for rent; providing information and reviews on motor vehicle rentals, motor vehicle renters, and motor vehicle owners; travel agency services, namely, making reservations and bookings for transportation; providing online reservation, booking and listing of motor vehicle rentals; providing information on the rental of motor vehicles; Providing temporary use of non- downloadable software for listing and searching for transportation services, booking transportation services and dispatching vehicles to customers and arranging for drop off and pick up of vehicles to customers; providing temporary use of non- downloadable computer programs for use in scheduling, planning, organizing, and managing the temporary use of motor vehicles; application service provider services featuring computer programs for use in transportation reservation services and for scheduling, planning, organizing, and managing the temporary use of motor vehicles, for scheduling and maintaining inventory, and for use in enabling communication with vehicle owners and renters; computer services, namely, providing temporary use of online non- downloadable software and maintaining computer software platforms, all for use in organizing, administration and management of motor vehicle sharing; computer services, namely, creating an online community for registered users to participate in motor vehicle sharing services and to engage in social, business, and community networking</p>
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Attachments	Notice of Opposition - TOOR Mark - App. No. 97523910.pdf(490426 bytes)
Signature	/Sabrina J. Danielson/
Name	SABRINA J. DANIELSON
Date	10/24/2023

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

TURO INC.,

Opposer,

v.

TOOR INC.,


Applicant.

Opposition No.:

Mark: The logo for TOOR, where the 'O's are stylized as interlocking infinity symbols.

App. Ser. No.: 97523910

NOTICE OF OPPOSITION

Turo Inc. (“Turo”), through its attorneys Holland & Hart LLP, hereby files a Notice of Opposition against Toor Inc.’s (“Toor”) U.S. Application Serial No. 97523910 for the  mark (“Toor’s Mark”) because it will be damaged by the registration of Toor’s Mark. Turo hereby opposes registration of Toor’s Mark on the basis of likelihood of confusion under Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

On July 25, 2023, Turo filed a 90-day Request for Extension of Time to file a Notice of Opposition against the Application, which was granted by the Board. The opposition deadline was reset to October 25, 2023. Therefore, pursuant to TBMP §§ 201 and 202, this Notice of Opposition is timely submitted.

As grounds for this opposition, Turo alleges as follows:

PARTIES

1. Turo is a Delaware corporation with a place of business at 111 Sutter Street, 12th Floor, San Francisco, California 94194.

2. On information and belief, Turo is a Georgia corporation with a place of business at 1954 Airport Road, 1330, Atlanta, Georgia 30341.

TURO & THE TURO MARK

3. Turo reasserts and incorporates by reference all preceding allegations of this Notice of Opposition.

4. Turo is the world's largest peer-to-peer car sharing marketplace and a leading pioneer in the travel and transportation industry, servicing over 7,500 cities across the United States, Canada, and the United Kingdom. Turo's mission is to put the world's 1.5 billion cars to better use.

5. Since at least as early as 2015, Turo has continuously offered its car sharing, business management and consulting, and transportation services and related software offerings as detailed below, under the well-known TURO trademark.

6. Turo has continuously used the TURO trademark identified below in interstate commerce in the United States and Turo's use of the trademark has encompassed the full spectrum of the goods and services defined below, all of which underlie and support its car sharing, business management and consulting, and transportation services and related software offerings.

7. By virtue of its nationwide, continuous use of the TURO trademark, Turo has obtained common law rights to its TURO trademark throughout the United States in connection with the goods and services listed below ("TURO Common Law Mark").

8. In an effort to protect its valuable investment, Turo owns the trademark registration listed below for the TURO mark on the Principal Register of the United States Patent and Trademark Office ("USPTO") (the "TURO Registration"). A true and correct copy of the current

Trademark Status and Document Retrieval (“TSDR”) status pages for the TURO Registration is attached hereto as Exhibit A.

Mark	App./Reg. No./Date	Goods/Services	First Use Dates
TURO	SN 86757744 Filed: Sept. 15, 2015 RN 6585608 Registered: Dec. 14, 2021	<p><u>Class 9</u>: Computer software for listing and searching for transportation services, booking transportation services and dispatching vehicles of others to customers and arranging for drop off and pick up of vehicles to customers; computer software for use in scheduling, planning, organizing, managing, searching and allowing users to perform electronic business transactions and make payments for the use of motor vehicles of others; computer software for use in arranging transportation reservations, and for use in scheduling, planning, organizing, managing, enabling payment for and renting the use of motor vehicles, and for scheduling, maintaining vehicle inventory and reservations, and enabling communication with vehicle owners and renters; computer software for organizing, administering and managing the sharing or renting of motor vehicles</p> <p><u>Class 35</u>: Business management and business consultation services; business management and business consultation services relating to motor vehicle sharing, namely, tracking and monitoring vehicles for commercial purposes; billing and invoicing services relating to statements of account in the field of motor vehicle sharing; providing business advice and commercial information services in the field of automotive insurance and insurance claims process; business consultation in the field of motor vehicle fleet management services provided to car owners; infomediary services, namely, facilitating transactions between buyers and sellers of insurance through providing information about insurance providers and/or insurance services; administering discount group purchasing programs, namely, negotiating contracts with providers of insurance services on behalf of participant members of motor vehicle sharing service; operating an online marketplace featuring motor vehicles available for rent; advertising and marketing consultancy; advertising, marketing, and promotional services</p> <p><u>Class 39</u>: Transportation reservation and inventory management services; motor vehicle sharing services, namely, providing temporary use of motor vehicles; management, administration and organization of motor vehicle sharing services, namely, scheduling, planning, organizing, managing and providing the temporary use of motor vehicles; vehicle rental reservation services; motor vehicle sharing services, namely, providing temporary use of motor vehicles; providing a website featuring information regarding transportation reservation and rental services and vehicle booking information, advisory</p>	First Use: Nov. 02, 2015 First Use In Commerce: Nov. 02, 2015

		<p>and consultancy services relating to the foregoing; providing a website for the booking of vehicle rentals; providing an online searchable computer database featuring information on motor vehicles of others and their availability for rent; providing information and reviews on motor vehicle rentals, motor vehicle renters, and motor vehicle owners; travel agency services, namely, making reservations and bookings for transportation; providing online reservation, booking and listing of motor vehicle rentals; providing information on the rental of motor vehicles</p> <p><u>Class 42:</u> Providing temporary use of non-downloadable software for listing and searching for transportation services, booking transportation services and dispatching vehicles to customers and arranging for drop off and pick up of vehicles to customers; providing temporary use of non-downloadable computer programs for use in scheduling, planning, organizing, and managing the temporary use of motor vehicles; application service provider services featuring computer programs for use in transportation reservation services and for scheduling, planning, organizing, and managing the temporary use of motor vehicles, for scheduling and maintaining inventory, and for use in enabling communication with vehicle owners and renters; computer services, namely, providing temporary use of online non-downloadable software and maintaining computer software platforms, all for use in organizing, administration and management of motor vehicle sharing; computer services, namely, creating an online community for registered users to participate in motor vehicle sharing services and to engage in social, business, and community networking</p>	
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9. The trademark set forth in the TURO Registration and TURO Common Law Mark are herein referred to as the “TURO Mark.”

10. Turo’s goods and services covered under the TURO Mark shall be referred to as “Turo’s Goods and Services.”

11. Turo has derived substantial revenue from the sale and rendering of Turo’s Goods and Services under the TURO Mark.

12. The TURO Mark has achieved widespread and substantial recognition in association with Turo’s Goods and Services due to the continuous use of the TURO Mark in connection with its

car sharing, business management and consulting, and transportation services and related software offerings and as a result of the commercial success of these offerings.

13. Turo has invested, and continues to invest, a substantial amount of time, money, and effort to develop, promote, advertise, offer, and provide Turo's Goods and Services under the TURO Mark in the United States.

14. The TURO Mark is distinctive of Turo's Goods and Services and is well known, generating valuable goodwill that is associated with Turo. Turo generated such goodwill before Toor's filing date for Toor's Mark on July 28, 2022 and upon information and belief, such goodwill was established well before Toor's earliest first use of Toor's Mark and any other priority date upon which Toor may rely.


15. At no time has Turo granted permission, written or otherwise, to Toor to use or register any form of Toor's Mark.

TOOR & TOOR'S MARK

16. Turo reasserts and incorporates by reference all preceding allegations of this Notice of Opposition.

17. Toor is a direct competitor of Turo, offering ride share, car share, and transportation services and related software offerings.

18. On July 28, 2022, Toor filed U.S. Application Serial No. 97523910 (the "Application"), pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. § 1051(b), seeking

registration of  in connection with the goods and services included below:

Class 9: Downloadable mobile applications for coordinating freight and delivery services; Downloadable mobile applications for arranging transportation services, booking, scheduling and discharging drivers; Downloadable mobile applications for arranging concierge services; Downloadable mobile applications for locating, reserving, and renting automobiles; Downloadable mobile applications for transportation management services

Class 39: Freight brokerage; Freight and transport brokerage; Freight transportation brokerage; Transportation and delivery services, namely, same day shipment services; Transportation of goods; Transportation of passengers and passengers' luggage; Transportation reservation services; Transportation services, namely, providing shuttle services by bus; Transportation services, namely, providing shuttle services by limousine; Cargo transportation; Making reservations and bookings for transportation; Online transportation reservation services

(collectively, “Toor’s Goods and Services”).

19. Toor filed the Application pursuant to Section 1(b) of the Lanham Act, and has not filed a Statement of Use or Amendment to Allege Use alleging a first use date or first use in commerce date for Toor’s Mark in connection with Toor’s Goods and Services.

PRIORITY

20. Turo reasserts and incorporates by reference all preceding allegations of this Notice of Opposition.

21. There is no issue as to priority. As set forth herein, Turo owns prior rights in the TURO Mark in the United States.

22. Turo’s filing date for the TURO Registration predates the filing date of Toor’s Application on July 28, 2022.

23. Turo’s use of the TURO Mark predates the filing date of Toor’s Application on July 28, 2022.

24. Upon information and belief, Turo’s filing date for the TURO Registration and use of the TURO Mark predates any first use of Toor’s Mark with the offering or provision of Toor’s Goods and Services in the United States.

25. Upon information and belief, Turo’s first and continuous use of the TURO Mark in connection with Turo’s Goods and Services occurred prior to any filing date or application priority date for Toor’s Mark upon which Toor may rely, as well as any alleged first use date and any

alleged first use in commerce of Toor's Mark in connection with Toor's Goods and Services in the United States upon which Toor may rely.

COUNT I: LIKELIHOOD OF CONFUSION

26. Turo reasserts and incorporates by reference all preceding allegations of this Notice of Opposition.

27. Toor's Mark is nearly identical in sight, sound, and meaning and/or is confusingly similar to the TURO Mark.

28. Toor's Mark conveys a similar commercial impression to the TURO Mark.

29. Toor's Goods and Services are nearly identical to, overlap with, and are highly related to Turo's Goods and Services and are sold within the same or overlapping trade channels and to the same or overlapping target consumers as Turo's Goods and Services.

30. Toor's Goods and Services are competitive with Turo's Goods and Services.

31. Toor's Mark, when used in connection with Toor's Goods and Services, is likely to cause confusion, mistake, or deception that Toor's Goods and Services are those of Turo or are otherwise endorsed, sponsored, or approved by Turo, or cause confusion, mistake, or deception as to the affiliation, connection, or association between Toor and Turo.

32. Registration of Toor's Mark will damage Turo because such registration would grant statutory, exclusive rights to Toor in violation of Turo's prior and superior rights, and it would unduly narrow the scope of protection afforded to Turo's Mark.

33. Accordingly, Toor's Application to register Toor's Mark should be refused registration under Section 2(d) of the Lanham Act.

REQUEST FOR RELIEF

WHEREFORE, Turo believes that it will be damaged by registration of Toor's Mark set forth in U.S. Application Serial No. 97523910 and respectfully requests that this opposition be sustained and that registration of Toor's Mark be refused. The filing fee is being transmitted electronically with this submission. Any deficiency in the fee should be charged to Deposit Account No. 082623.

Dated: October 24, 2023

Respectfully submitted,

HOLLAND & HART LLP

By: /s/Sabrina J. Danielson/

SABRINA J. DANIELSON

HOPE HAMILTON

HOLLAND & HART LLP

555 17th Street, Suite 3200
Denver, Colorado 80202 Phone:
(303) 295-8000

SJDanielson@hollandhart.com;

HHamilton@hollandhart.com;

GFMazzini@hollandhart.com;

docket@hollandhart.com

ATTORNEYS FOR TURO

NOTICE REGARDING SERVICE

Consistent with the Trademark Trial and Appeal Board Manual of Procedure Rule 309.02(c)(1) (amended January 14, 2017), service of the above NOTICE OF OPPOSITION will be effected by the Board. To facilitate the Board, the following physical address is available for the Toor via TSDR:

Toor Inc.
1954 Airport Road, 1330
Atlanta, Georgia 30341

30701986_v1

EXHIBIT A

Generated on: This page was generated by TSDR on 2023-10-20 18:40:55 EDT

Mark: TURO

TURO

US Serial Number: 86757744

Application Filing Date: Sep. 15, 2015

US Registration Number: 6585608

Registration Date: Dec. 14, 2021

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Dec. 14, 2021

Publication Date: Sep. 28, 2021

Mark Information

Mark Literal Elements: TURO

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

Related Properties Information

International Registration Number: 1289699

International Application(s) /Registration(s) Based on this Property: A0053246/1289699

Foreign Information

Priority Claimed: Yes

Foreign Application Number: TO/M/15/0303

Foreign Application Filing Date: Mar. 18, 2015

Foreign Application/Registration Country: TONGA

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: Computer software for listing and searching for transportation services, booking transportation services and dispatching vehicles of others to customers and arranging for drop off and pick up of vehicles to customers; computer software for use in scheduling, planning, organizing, managing, searching and allowing users to perform electronic business transactions and make payments for the use of motor vehicles of others; computer software for use in arranging transportation reservations, and for use in scheduling, planning, organizing, managing, enabling payment for and renting the use of motor vehicles, and for scheduling, maintaining vehicle inventory and reservations, and enabling communication with vehicle owners and renters; computer software for organizing, administering and managing the sharing or renting of motor vehicles

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 02, 2015

Use in Commerce: Nov. 02, 2015

For: Business management and business consultation services; business management and business consultation services relating to motor vehicle sharing, namely, tracking and monitoring vehicles for commercial purposes; billing and invoicing services relating to statements of account in the field of motor vehicle sharing; providing business advice and commercial information services in the field of automotive insurance and insurance claims process; business consultation in the field of motor vehicle fleet management services provided to car owners; infomediary services, namely, facilitating transactions between buyers and sellers of insurance through providing information about insurance providers and/or insurance services; administering discount group purchasing programs, namely, negotiating contracts with providers of insurance services on behalf of participant members of motor vehicle sharing service; operating an online marketplace featuring motor vehicles available for rent; advertising and marketing consultancy; advertising, marketing, and promotional services

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 02, 2015

Use in Commerce: Nov. 02, 2015

For: Transportation reservation and inventory management services; motor vehicle sharing services, namely, providing temporary use of motor vehicles; management, administration and organization of motor vehicle sharing services, namely, scheduling, planning, organizing, managing and providing the temporary use of motor vehicles; vehicle rental reservation services; motor vehicle sharing services, namely, providing temporary use of motor vehicles; providing a website featuring information regarding transportation reservation and rental services and vehicle booking information, advisory and consultancy services relating to the foregoing; providing a website for the booking of vehicle rentals; providing an online searchable computer database featuring information on motor vehicles of others and their availability for rent; providing information and reviews on motor vehicle rentals, motor vehicle renters, and motor vehicle owners; travel agency services, namely, making reservations and bookings for transportation; providing online reservation, booking and listing of motor vehicle rentals; providing information on the rental of motor vehicles

International Class(es): 039 - Primary Class

U.S Class(es): 100, 105

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 02, 2015

Use in Commerce: Nov. 02, 2015

For: Providing temporary use of non-downloadable software for listing and searching for transportation services, booking transportation services and dispatching vehicles to customers and arranging for drop off and pick up of vehicles to customers; providing temporary use of non-downloadable computer programs for use in scheduling, planning, organizing, and managing the temporary use of motor vehicles; application service provider services featuring computer programs for use in transportation reservation services and for scheduling, planning, organizing, and managing the temporary use of motor vehicles, for scheduling and maintaining inventory, and for use in enabling communication with vehicle owners and renters; computer services, namely, providing temporary use of online non-downloadable software and maintaining computer software platforms, all for use in organizing, administration and management of motor vehicle sharing; computer services, namely, creating an online community for registered users to participate in motor vehicle sharing services and to engage in social, business, and community networking

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 02, 2015

Use in Commerce: Nov. 02, 2015

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: Yes

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: TURO INC.

Owner Address: 12th Floor
111 Sutter Street
SAN FRANCISCO, CALIFORNIA UNITED STATES 94104

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Sabrina J. Danielson

Docket Number: 103557.0044

Attorney Primary Email Address: docket@hollandhart.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Sabrina J. Danielson
Holland & Hart LLP
P.O. Box 8749
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Denver, COLORADO UNITED STATES 80201-8749

Phone: 303-295-8000

Correspondent e-mail: docket@hollandhart.com SJDanielson@hollandhart.com art.com.gfmazzini@hollandhart.com

Correspondent e-mail Authorized: Yes

Domestic Representative

** Domestic Representative Name:** Ester Martin

Phone: 303-295-8180

** Domestic Representative e-mail:** docket@hollandhart.com

** Domestic Representative e-mail Authorized:** Yes

Prosecution History

Date	Description	Proceeding Number
Jun. 09, 2023	TEAS WITHDRAWAL OF ATTORNEY RECEIVED-FIRM RETAINS	
Jun. 09, 2023	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 09, 2023	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jun. 09, 2023	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 22, 2023	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Feb. 08, 2022	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 08, 2022	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 08, 2022	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 08, 2022	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 08, 2022	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Dec. 14, 2021	REGISTERED-PRINCIPAL REGISTER	
Sep. 28, 2021	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 28, 2021	PUBLISHED FOR OPPOSITION	
Sep. 08, 2021	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Aug. 26, 2021	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 24, 2021	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 23, 2021	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 23, 2021	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 23, 2021	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Feb. 23, 2021	NON-FINAL ACTION E-MAILED	6325

Feb. 23, 2021	NON-FINAL ACTION WRITTEN	78328
Feb. 01, 2021	TEAS/EMAIL CORRESPONDENCE ENTERED	68123
Feb. 01, 2021	CORRESPONDENCE RECEIVED IN LAW OFFICE	68123
Jan. 28, 2021	TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED	
Jul. 28, 2020	NOTIFICATION OF INQUIRY AS TO SUSPENSION E-MAILED	
Jul. 28, 2020	INQUIRY TO SUSPENSION E-MAILED	
Jul. 28, 2020	SUSPENSION INQUIRY WRITTEN	78328
Jul. 28, 2020	SUSPENSION CHECKED Å- TO ATTORNEY FOR ACTION	68123
Jan. 27, 2020	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Jan. 24, 2020	SUSPENSION CHECKED Å- TO ATTORNEY FOR ACTION	68123
Sep. 17, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 17, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 23, 2019	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Jul. 22, 2019	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Jul. 22, 2019	LETTER OF SUSPENSION E-MAILED	6332
Jul. 22, 2019	SUSPENSION LETTER WRITTEN	78328
Jul. 22, 2019	USE AMENDMENT ACCEPTED	78328
Jul. 12, 2019	AMENDMENT TO USE PROCESSING COMPLETE	88889
Jul. 12, 2019	USE AMENDMENT FILED	88889
Jul. 11, 2019	TEAS AMENDMENT OF USE RECEIVED	
Feb. 25, 2019	NOTIFICATION OF INQUIRY AS TO SUSPENSION E-MAILED	
Feb. 25, 2019	INQUIRY TO SUSPENSION E-MAILED	
Feb. 25, 2019	SUSPENSION INQUIRY WRITTEN	78328
Oct. 30, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 30, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 23, 2018	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Aug. 23, 2018	LETTER OF SUSPENSION E-MAILED	6332
Aug. 23, 2018	SUSPENSION LETTER WRITTEN	78328
Aug. 22, 2018	TEAS/EMAIL CORRESPONDENCE ENTERED	68123
Aug. 22, 2018	CORRESPONDENCE RECEIVED IN LAW OFFICE	68123
Aug. 21, 2018	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 21, 2018	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 21, 2018	TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED	
Feb. 21, 2018	NOTIFICATION OF INQUIRY AS TO SUSPENSION E-MAILED	
Feb. 21, 2018	INQUIRY TO SUSPENSION E-MAILED	
Feb. 21, 2018	SUSPENSION INQUIRY WRITTEN	78328
Feb. 12, 2018	SUSPENSION CHECKED Å- TO ATTORNEY FOR ACTION	68123
Aug. 11, 2017	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Aug. 11, 2017	LETTER OF SUSPENSION E-MAILED	6332
Aug. 11, 2017	SUSPENSION LETTER WRITTEN	78328
Aug. 11, 2017	TEAS/EMAIL CORRESPONDENCE ENTERED	68123
Aug. 11, 2017	CORRESPONDENCE RECEIVED IN LAW OFFICE	68123
Aug. 08, 2017	TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED	
Aug. 08, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 08, 2017	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 09, 2017	NOTIFICATION OF INQUIRY AS TO SUSPENSION E-MAILED	
Feb. 09, 2017	INQUIRY TO SUSPENSION E-MAILED	
Feb. 09, 2017	SUSPENSION INQUIRY WRITTEN	78328
Aug. 01, 2016	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Aug. 01, 2016	LETTER OF SUSPENSION E-MAILED	6332
Aug. 01, 2016	SUSPENSION LETTER WRITTEN	78328
Jul. 12, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	68123
Jul. 12, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	68123
Jul. 07, 2016	ASSIGNED TO LIE	68123
Jun. 30, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	

Dec. 31, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 31, 2015	NON-FINAL ACTION E-MAILED	6325
Dec. 31, 2015	NON-FINAL ACTION WRITTEN	78328
Dec. 30, 2015	ASSIGNED TO EXAMINER	78328
Sep. 28, 2015	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 28, 2015	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Sep. 18, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Sep. 18, 2015	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Dec. 14, 2021

Assignment Abstract Of Title Information

Summary

Total Assignments: 3

Registrant: TURO INC.

Assignment 1 of 3

Conveyance: CHANGE OF NAME

Reel/Frame: [5996/0016](#)

Pages: 4

Date Recorded: Feb. 24, 2017

Supporting Documents: [assignment-tm-5996-0016.pdf](#)

Assignor

Name: [RELAYRIDES, INC.](#)

Execution Date: Mar. 29, 2016

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [TURO INC.](#)

State or Country Where Organized: DELAWARE

Legal Entity Type: CORPORATION

Address: 667 MISSION STREET, 4TH FLOOR
SAN FRANCISCO, CALIFORNIA 94105

Correspondent

Correspondent Name: JAMES R. CADY

Correspondent Address: 3 EMBARCADERO CENTER, SUITE 1500
SAN FRANCISCO, CA 94111

Domestic Representative - Not Found

Assignment 2 of 3

Conveyance: SECURITY INTEREST

Reel/Frame: [7996/0394](#)

Pages: 11

Date Recorded: Feb. 07, 2023

Supporting Documents: [assignment-tm-7996-0394.pdf](#)

Assignor

Name: [TURO INC.](#)

Execution Date: Feb. 06, 2023

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [JPMORGAN CHASE BANK, N.A.](#)

State or Country Where Organized: ILLINOIS

Legal Entity Type: CORPORATION

Address: 131 S DEARBORN ST.
FLOOR 04
CHICAGO, ILLINOIS 60603-5506

Correspondent

Correspondent Name: CAVIKA PRASHAD

Correspondent Address: 601 LEXINGTON AVENUE
NEW YORK, NY 10022

Domestic Representative - Not Found

Assignment 3 of 3

Conveyance: CORRECTIVE ASSIGNMENT TO CORRECT THE RECEIVING PARTY'S NAME PREVIOUSLY RECORDED AT REEL: 007996 FRAME: 0394. ASSIGNOR(S) HEREBY CONFIRMS THE SECURITY INTEREST.

Reel/Frame: [8004/0129](#)

Pages: 12

Date Recorded: Mar. 15, 2023

Supporting Documents: [assignment-tm-8004-0129.pdf](#)

Assignor

Name: [TURO INC.](#)

Execution Date: Feb. 06, 2023

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [JPMORGAN CHASE BANK, N.A., AS ADMINISTRATIVE AGENT](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: ILLINOIS

Address: 131 S DEARBORN ST.
FLOOR 04
CHICAGO, ILLINOIS 60603-5506

Correspondent

Correspondent Name: CAVIKA PRASHAD

Correspondent Address: 601 LEXINGTON AVENUE
NEW YORK, NY 10022

Domestic Representative - Not Found