ESTTA Tracking number: **ESTTA1477046**
Filing date: **11/17/2025**

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

Proceeding no.	92082310
Party	Plaintiff Matos Insurance Agency, Inc. and Armando J. Matos
Correspondence address	MARC ALEXANDER RAPAPORT COLE, SCOTT & KISSANE, P.A. 9150 S. DADELAND BLVD SUITE 1400 MIAMI, FL 33156 UNITED STATES Primary email: marc.rapaport@csklegal.com Secondary email(s): edward.polk@csklegal.com, dan-ise.townsend@csklegal.com, karen.george@csklegal.com 786-268-6793
Submission	Testimony For Plaintiff
Filer's name	Marc Alexander Rapaport
Filer's email	marc.rapaport@csklegal.com
Signature	/Marc Alexander Rapaport/
Date	11/17/2025
Attachments	Notice of Filing Testimonial Declaration of Armando Matos.pdf(2777133 bytes)

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

Registration No.: 6209276
Mark: MATTOS INSURANCE
Registered: December 1, 2020
Class: 036
Cancellation: 92082310

MATOS INSURANCE AGENCY, INC., ARMANDO JOSE MATOS	)
	)
Petitioner,	)
	)
v.	)
	)
MATTOS INSURANCE, INC.	)
	)
Respondent.	)

PETITIONERS' NOTICE OF FILING TESTIMONIAL DECLARATION OF PETITIONER ARMANDO MATOS

Petitioners Matos Insurance Agency, Inc., and Armando Jose Matos, gives notice of their filing of the Declaration of Petitioner Armando Matos in support of Petitioners' Rebuttal Disclosure and for Final Briefing Purposes. The Declaration is attached hereto as Exhibit "1".

CERTIFICATE OF SERVICE

I HEREBY CERTIFY that on this 17th day of November 2025, a true and correct copy of the foregoing was filed via the Electronic System for Trademark Trials and Appeals (ESTTA), with a courtesy copy sent via e-mail to counsel of record for Respondent.

COLE, SCOTT & KISSANE, P.A.
Counsel for Petitioners
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By: /s/ Marc A. Rapaport
EDWARD S. POLK
Florida Bar No.: 239860
MARC A. RAPAPORT
Florida Bar No.: 1008359

4003.0256-00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
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MATOS INSURANCE AGENCY, INC.,
ARMANDO JOSE MATOS)
)
Petitioner,)
)
v.)
)
MATTOS INSURANCE, INC.)
)
Respondent.)

EXHIBIT "1"

DECLARATION OF ARMANDO MATOS IN SUPPORT OF
PETITIONERS' TRIAL PERIOD SUBMISSION AND FINAL BRIEFING

I, Armando Matos, declare under penalty of perjury that the following is true and correct.

1. My name is Armando Matos. I am over the age of 18 and competent to make this Declaration.

2. This Declaration is based on personal knowledge.

3. I am a Petitioner in this matter.

4. I am the owner of co-Petitioner, Matos Insurance Agency, Inc., which I formed in 2018.

5. Matos Insurance Agency, Inc., is a small independent local insurance agency with one office in Orlando, Florida, located at 5448 Hoffner Ave #403, Orlando, FL 32812, in a small-scale suburban office complex.

6. In 2018, I started the company with 0 customers and presently, my company has about 1650 customers.

7. Matos Insurance Agency, Inc., currently maintains 4 employees.

8. Matos Insurance Agency, Inc., acts as an agent for customers seeking to purchase homeowners' insurance, personal auto insurance, commercial auto insurance and business insurance.

9. Matos Insurance Agency, Inc., receives most of its clientele through "word of mouth" referrals and also maintains an Instagram account promoting its services.

10. Matos Insurance Agency, Inc., promotes its services primarily in the Spanish language as this caters to its clientele, the majority of which are of Venezuelan origin. We often use "Hablamos Espanol" in our advertising. See attached **Exhibits "A", "B", "C, and "D".**

11. Matos Insurance Agency, Inc., utilizes the colors red and blue for its logo and promotional materials because they represent the United States flag.

12. I chose to adopt the name "Matos Insurance Agency, Inc." for my company because "Matos" is my surname.

13. Matos Insurance Agency's logo consists of two triangles forming the letter "M", in red and blue. A commonly used logo of the company includes the language "Auto-Home-Commercial & More".

14. The surname "Matos" happens to be a highly common surname in my home country, the Dominican Republic.

15. I have never sought to apply for a federal or state trademark registration for "Matos Insurance Agency".

16. I understand Respondent applied for its federal trademark registration in 2020 after apparently learning of my company's existence in 2019.

17. I am unaware of any customer of Matos Insurance Agency, Inc., that ever believed we are affiliated with the Respondent, Mattos Insurance.

18. I have reviewed documents submitted in this case by the Respondent, Mattos Insurance, and I understand the Respondent targets primarily customers of Brazilian origin, and that a majority of its current clientele consist of people of Brazilian origin because the current owners and operators are also Brazilian.

19. I also understand, per my review of documents submitted in this case by the Respondent, Mattos Insurance, that most of Respondent's advertising is found in Brazilian periodicals, is promoted at Brazilian events and is promoted in the Portuguese language.

20. Since its inception, Matos Insurance Agency, Inc.'s advertising has been, and continues to be, targeted to consumers in the Orlando, Florida area only. See attached **Exhibit "E"**

21. I am unaware of any instance where a prospective or current customer, or any other person, ever inquired whether I or my company are affiliated with Respondent, Mattos Insurance.

22. I am unaware of any instance where a prospective or current customer, or any other person, ever purchased a policy of insurance through Matos Insurance Agency, Inc., believing us to be Mattos Insurance.

23. Upon information and belief, to date, Petitioners and Respondent have co-existed in at least intrastate commerce for at least 7 years now.

24. I understand a Declaration of A. Kamila Silva was submitted in this case, in which she states that she called me and asked me to change my company name. The only thing Ms. Silva told me was that some unidentified customers called her regarding my company, but she never

provided any evidence of who these people were or where they called from, or whether they were even calling about my company. This was the first time I became aware of the existence of Mattos Insurance and to my recollection occurred around 2019. Prior to this interaction, I had never heard of Mattos Insurance or A. Kamila Silva.

25. We are unable to provide services to clients which only speak Portuguese as nobody that works for Matos Insurance Agency, Inc., speaks Portuguese.

26. Mr. David Jones of The Florida Department of Financial Services contacted me regarding a complaint filed by Mattos Insurance regarding my company, following an apparent complaint made by Respondent. After conducting an internal investigation, the Florida Department of Financial Services took no action because it determined my company appropriately obtained its business entity and insurance license and stated there are many companies with very similar names in the state of Florida. Mr. Jones said my business entity name would not have been approved if the Department of Corporations did not think the name was distinct enough.

27. I am familiar with two e-mail chains submitted by Mattos Insurance that it claims constitutes evidence of actual confusion. I believe these e-mails, dated January 21, 2022, and September 7-8, 2022, were intentionally manufactured because the e-mail chains are incomplete, occurred close in time to one another and since the last e-mail chain, nothing has happened like that again through the present. Additionally, I believe it is highly suspect that these e-mails were generated around the time of Respondent, Mattos Insurance, filing its federal lawsuit on November 8, 2022 (*Mattos Insurance v. Matos Insurance Agency, Inc., and Jose Matos Armando*, Case No. 0:22-cv-62075).

28. I am aware there are insurance agencies and individual agents in the United States that utilize the surname “Mattos”, “Matos” and “Matto” in their company name and in connection with the promotion of insurance and brokerage services.

29. Our employees often wear shirts with our company logo on it, and those shirts are often white in color.

I declare under penalty of perjury pursuant to 28 U.S.C. § 1746 that the foregoing is true and correct.

Dated: November 17, 2025

s/ Armando Matos/
Armando Matos

EXHIBIT "A"

Layout Approval Form

Creative Outdoor Advertising

From:	Ms. Inna Gerchikov
From Email:	Production@CreativeOutdoor.com
From Fax:	866-540-9958
From Phone:	800-661-6088 Ext. 370

To:	Armando Matos
Company:	Matos Insurance Agency Inc - Armando Matos
Email:	armando@matosinsurance.com
Fax:	0
Phone:	0

Save On Auto Insurance

Armando Matos

Principal Agent

407-704-2820

MATOS INSURANCE
Auto-Home-Commercial & More

Hablamos Español

MatosInsurance.com

Sending us your email approval completes the design process for this docket and your sign will be immediatly sent to print.
Additional changes requested after your layout approval has been received by the COA Production department will result in a late installation and/or a charge to print a revised sign.

COA is not responsible for any errors, omissions or incorrect information that may result in a fine and/or the need to reprint a corrected sign.
The cost to reprint a corrected sign is $200.

Docket: 17302225

Lexington - RAL Moss Green - Aluminum - No Bin

17302225A-Matos Insurance Agency Inc - Armando Matos.cdr

THE DESIGN PROCESS INCLUDES ONE PROOF + FOUR (4) ROUNDS OF CHANGES.
ADDITIONAL ROUNDS OF CHANGES WILL COST $50 PER ROUND.
SUBMIT ALL CHANGES AT ONCE TO INCLUDE AS MANY REVISIONS IN ONE ROUND.

EXHIBIT "B"

Save on auto insurance with
MATOS INSURANCE
Dairyland
AUTHORIZED AGENT
HABLAMOS ESPAÑOL
Call for a free insurance quote today
407-704-2820

EXHIBIT "C"

4:13

2 profile views

MATOS INSURANCE
Auto-Home-Commercial &

Matos Insurance Edit

@matosinsurance

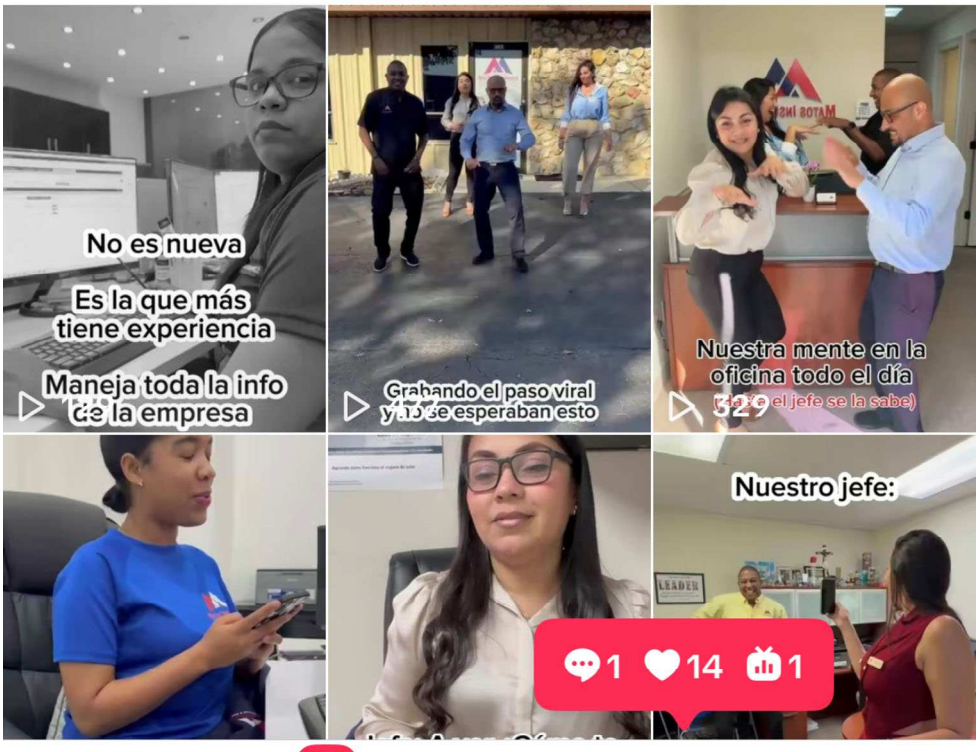
491	399	2,806
Following	Followers	Likes

Agencia profesional en Riesgos y Seguros. Auto, Home & Business. 📍 Orlando FL

Email

TikTok Studio

View expired Stories in "Your private videos"



Home Friends 32 Inbox Profile

EXHIBIT "D"

4:11

matosinsurance

Trick or treat?

MATOS INSURANCE
Auto-Home-Commercial &

Matos Insurance Agency

799 posts | 1,768 followers | 881 following

🚘 Aseguramos tu vehículo con solo el pasaporte
Insurance Products ➡️ Auto - Home - Business
📲 Pide tu cotización GRATIS +1(407)300.3565
📍 Orlando FL 🇺🇸

matosinsurance.com

matosinsurance

Professional dashboard
↗ 18.5K views in the last 30 days.

Edit profile | Share profile

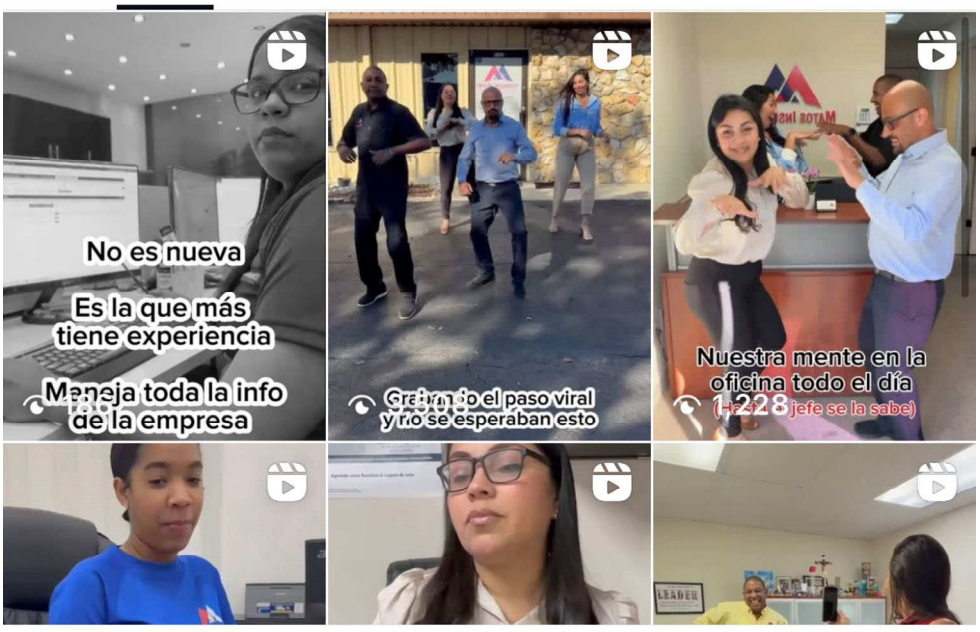


EXHIBIT "E"

We're working hard to bring you results.
For more future results, double check your selected keyword themes.

Edit

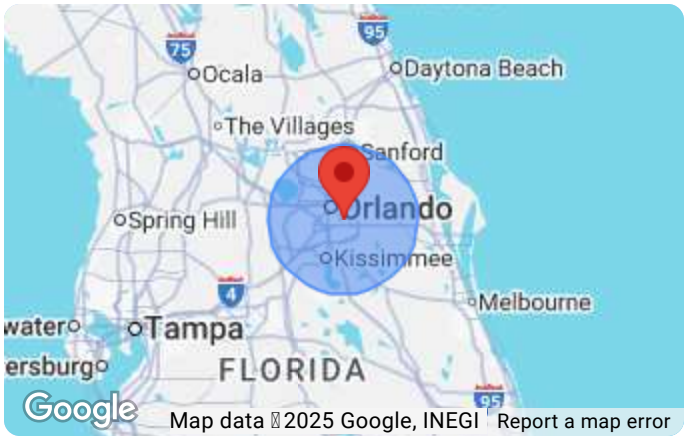
Assets can be shown in any order, so to make sure that they make sense individually or in combination and do not violate our policies or local law. You can make sure certain text appears in your ad. Learn more

Dismiss

Edit

Location

Your ads show to people within 25 miles of your business



Edit

Budget & settings

You only pay for clicks on your ad. Over the month you won't pay more than your monthly max.

$1.49 daily average

$45 monthly max

Your ads show **for custom hours you set**

Edit