

ESTTA Tracking number: **ESTTA1356143**
Filing date: **05/02/2024**

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

Application serial no.	97446464
Applicant	Heartland Financial USA, Inc.

Notice of Appeal

Notice is given that Heartland Financial USA, Inc. appeals to the Trademark Trial and Appeal Board the refusal to register the application or the cancellation of the registration. A request for reconsideration has been filed. A suspension of the appeal is requested pending reconsideration.

The following goods or services are at issue on appeal:

- Class 009. First Use: Mar 14, 2016 First Use In Commerce: Mar 14, 2016
All goods and services in the class are appealed, namely: Downloadable computer communications software to allow customers to access bank account information and transact bank business; downloadable computer software for enabling and managing mobile banking; downloadable software in the nature of a mobile application for electronic check conversion and remote deposit services, electronic transfer of money, electronic payment, viewing bank account information, electronic payment of bills; downloadable software in the nature of a mobile application which enables users to locate and receive navigational directions to locations at which financial services are provided; downloadable software in the nature of a mobile application that allows users to communicate with financial services professionals; downloadable computer programs to facilitate consumer transactions, customer support, promote the goods and services of others and support sales transactions all made via social media and online networks

Respectfully submitted,
/Gloria Park/
05/02/2024

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