

ESTTA Tracking number: **ESTTA1355493**
Filing date: **04/30/2024**

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

Application serial no.	97470633
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 042. First Use: Mar 14, 2016 First Use In Commerce: Mar 14, 2016
All goods and services in the class are appealed, namely: Application service provider, namely, hosting, managing, developing, and maintaining applications, software, and web sites, of others, in the fields of banking and financial services, and remote data management for wireless delivery of content to handheld computers, laptops and mobile electronic devices; computer services, namely, hosting and maintaining an on-line web site for others for banking that can be used across platforms to connect users through various electronic mediums, including electronic chat messaging, instant messaging, social media, and electronic mail; providing on-line non-downloadable computer communications software to allow customers to access bank account information and transact bank business; providing on-line non-downloadable software for enabling mobile banking; providing on-line non-downloadable software for use in connection with electronic check conversion and remote deposit services, electronic transfer of money, electronic payment, viewing bank account information, and electronic payment of bills; providing on-line non-downloadable software which enables users to locate and receive navigational directions to locations at which financial services are provided; providing on-line non-downloadable software that allows users to communicate with financial service professionals; providing on-line non-downloadable software for use in connection with fraud and identity theft protection; computer security services, namely, electronic monitoring of credit card and banking activity to detect fraud in the fields of credit cards, banking, electronic funds transfer, debit card and electronic check transactions via a global computer network; computer services, namely, on-line scanning, detecting, quarantining and eliminating of viruses, worms, trojans, spyware, adware, malware and unauthorized data and programs on computers and electronic devices; computer virus and malware protection services; electronic monitoring of credit card activity to detect fraud via the internet; user authentication services using technology for e-commerce transactions; providing on-line non-downloadable software to facilitate consumer transactions, customer support, promote the goods and services of others and support sales transactions all made via social media and on-line networks; providing user authentication services using authentication technologies in the nature of single sign-on technology, biometric hardware, software, phone, messaging, access certification short message service (SMS), voice one time password (OTP), username and password verification, and mobile device user identity authentication for e-commerce banking and financial transactions

Respectfully submitted,

/Gloria Park/

04/30/2024

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