ESTTA Tracking number:	**ESTTA1107116**
Filing date:	**01/11/2021**

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	Lyft, Inc.
Granted to Date of previous extension	01/13/2021
Address	185 BERRY ST, STE 5000 SAN FRANCISCO, CA 94107 UNITED STATES

Attorney information	ALYSSA M WORSHAM WILSON SONSINI GOODRICH & ROSATI 650 PAGE MILL ROAD PALO ALTO, CA 94304-1050 UNITED STATES Primary Email: trademarks@wsgr.com 6504939300
Docket Number	

Applicant Information

Application No.	88885085	Publication date	09/15/2020
Opposition Filing Date	01/11/2021	Opposition Period Ends	01/13/2021
Applicant	Last Call 3700 BEITNER TRAVERSE CITY, MI 49685 UNITED STATES		

Goods/Services Affected by Opposition

Class 009. First Use: 2018/03/10 First Use In Commerce: 2018/03/10
All goods and services in the class are opposed, namely: Downloadable computer application software for mobile phones for providing saferides home in the event of impairment, intoxication, or handicap by connecting passengers with a ride share or taxi ride

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	4686618	Application Date	10/01/2012
Registration Date	02/17/2015	Foreign Priority	NONE

		Date	
Word Mark	LYFT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2012/05/30 First Use In Commerce: 2012/05/30 Computer software for coordinating transportation services, namely, software for electronic message alerts featuring leads, optimal matches, and matching posts-for services, scheduling, namely, connecting transportation providers with individuals and groups needing rides, the arrangement and booking of transportation,the sending and receiving of electronicmessages, engaging in social net-workingand creating profiles Class 038. First use: First Use: 2012/05/30 First Use In Commerce: 2012/05/30 Telecommunications services, namely, routing calls, messages, and push-notifications to transportation providers and riders		

U.S. Registration No.	4698330	Application Date	02/04/2014
Registration Date	03/10/2015	Foreign Priority Date	NONE
Word Mark	LYFT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 039. First use: First Use: 2012/05/30 First Use In Commerce: 2012/05/30 Transportation of passengers by motorized vehicle; Transportation of passen-gersby vehicle through a network of transportation providers		

U.S. Registration No.	4698331	Application Date	02/04/2014
Registration Date	03/10/2015	Foreign Priority Date	NONE
Word Mark	LYFT		
Design Mark			
Description of Mark	The mark consists of the word "lyft" inlower case letters.		
Goods/Services	Class 009. First use: First Use: 2012/05/30 First Use In Commerce: 2012/05/30 Computer software for coordinating transportation services, namely, software for electronic message alerts featuring leads, optimal matches, and matching posts-for services, scheduling, namely, connecting transportation providers with individuals and groups needing rides, the arrangement and booking of transportation,electronic messages, social networking services and profiles Class 038. First use: First Use: 2012/05/30 First Use In Commerce: 2012/05/30 Telecommunications services, namely, routing calls, messages, and push-notifications to transportation providers and riders Class 039. First use: First Use: 2012/05/30 First Use In Commerce: 2012/05/30 Transportation of passengers by motorized vehicle; Transportation of passen-gersby vehicle through a network of transportation providers		

U.S. Registration No.	5389265	Application Date	09/24/2016

Registration Date	01/30/2018	Foreign Priority Date	NONE
Word Mark	UNDERCOVER LYFT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2015/09/18 First Use In Commerce: 2015/09/18		
	Entertainment services in the nature ofan ongoing reality based program; Entertainment, namely, a continuing reality based show broadcast over television, Internet and video media, and presented to mobile communication devices via a global computer network and wireless networks		

U.S. Registration No.	5387239	Application Date	01/11/2016
Registration Date	01/23/2018	Foreign Priority Date	NONE
Word Mark	LYFT LINE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2014/08/06 First Use In Commerce: 2014/08/06		
	Computer software for coordinating transportation services, namely, software for electronic message alerts featuring leads, optimal matches, and matching posts-for services, scheduling, namely, connecting transportation providers with individuals and groups needing rides, the arrangement and booking of transportation,electronic messages, social networking services and profiles		
	Class 039. First use: First Use: 2014/08/06 First Use In Commerce: 2014/08/06		
	Transportation of passengers by motorized vehicle; transportation of passengersby vehicle through a network of transportation providers		

U.S. Registration No.	5272210	Application Date	02/03/2014
Registration Date	08/22/2017	Foreign Priority Date	NONE
Word Mark	LYFT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 2014/02/17 First Use In Commerce: 2014/02/17		
	Toys, namely, plush toys, stuffed toys		

U.S. Registration No.	4969205	Application Date	02/03/2014
Registration Date	05/31/2016	Foreign Priority Date	NONE
Word Mark	LYFT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2012/05/30 First Use In Commerce: 2012/05/30		

	Business services, namely, providing anonline network for contractors to receive leads and opportunities by means of an online marketplace for the purpose of developing business in the transportation industry; Providing a website featuring an online marketplace for exchanging services with other users; online retail store services featuring toys, pillows, games, and vehicle accessories

U.S. Registration No.	4969206	Application Date	02/03/2014
Registration Date	05/31/2016	Foreign Priority Date	NONE
Word Mark	LYFT		
Design Mark			
Description of Mark	The mark consists of the word "lyft" inlower case letters.		
Goods/Services	Class 035. First use: First Use: 2012/05/30 First Use In Commerce: 2012/05/30 Business services, namely, providing anonline network for contractors to receive leads and opportunities by means of an online marketplace for the purpose of developing business in the transportation industry; Providing a website featuring an online marketplace for exchanging services with other users; online retail store services featuring toys, pillows, games, and vehicle accessories		

U.S. Registration No.	6170586	Application Date	07/08/2019
Registration Date	10/06/2020	Foreign Priority Date	NONE
Word Mark	LYFT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2017/01/00 First Use In Commerce: 2017/01/00 Luminous signs using light emitting diodes and electronic controllers to produce real-time and programmable messages and information displays; luminous signs using light emitting diodes and electronic controllers to project data from a mobile device; illuminating equipment for vehicles, namely, LED information displays Class 011. First use: First Use: 2017/01/00 First Use In Commerce: 2017/01/00 Electric luminaries for vehicles; lighting installations, namely, vehicle lights; lights for use in illuminating signs and displays; illuminating equipment forvehicles, namely, electrical lamps		

U.S. Registration No.	6170587	Application Date	07/08/2019
Registration Date	10/06/2020	Foreign Priority Date	NONE
Word Mark	LYFT		
Design Mark			
Description of Mark	The mark consists of the term "LYFT" instylized format.		
Goods/Services	Class 009. First use: First Use: 2017/01/00 First Use In Commerce: 2017/01/00 Luminous signs using light emitting diodes and electronic controllers to produce real-time and programmable messages and information displays; luminous signs using light emitting diodes and electronic controllers to project data from a mo-		

	bile device; illuminating equipment for vehicles, namely, LED information displays
	Class 011. First use: First Use: 2017/01/00 First Use In Commerce: 2017/01/00
	Electric luminaries for vehicles; lighting installations, namely, vehicle lights; lights for use in illuminating signs and displays; illuminating equipment forvehicles, namely, electrical lamps

U.S. Application No.	87254350	Application Date	12/01/2016
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	LYFT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 0 First Use In Commerce: 0		
	Computer software for coordinating transportation, freight and delivery services by autonomous vehicles; computer software for electronic message alerts and notifications for transportation, freight and delivery services by autonomous vehicles; computer software for leasing or renting cars, facilitating vehicle inspections, coordinating, processing and facilitating vehicle purchase or lease, coordinating vehicle repair and maintenance operating vehicles; Computer software for operating self-driving and semi self-driving vehicles; Computer software for the autonomous driving and semi-automateddriving of motor vehicles; Control units for automated and semi-automated driving of vehicles; Computer software for enabling interaction and interface betweenvehicles and mobile devices; Autonomousdrive technology, comprising electronicdevices, sensors, radars, scanners; vehicle safety and control equipment, namely, an on-board vehicular system for driver assistance which is comprised of devices for controlling and interacting withvehicle and vehicle interior, GPS, cameras and monitors, steering software and hardware, navigational software and instruments, navigational apparatus for sensing environment and navigating the autonomous driving and semi-automated drivingof vehicle; Software for the autonomousoperation, control and monitoring of motor vehicles; Navigation apparatus for vehicles; navigation systems as part of an electric vehicle; Electronic navigational, positioning and tracking apparatus and instruments; vehicle safety equipment for detecting traffic and objects, namely, cameras, Radar apparatus equipment,laser equipment for object detection, laser measuring equipment for use in detecting traffic and objects, laser object detectors for use on vehicles, lidar equipment (light detection and ranging apparatus) all for detecting traffic and objects		
	Class 012. First use: First Use: 0 First Use In Commerce: 0		
	vehicles, namely, automobiles; electricmotor vehicles; self-driving transport vehicles; self-driving passenger vehicles; semi-self-driving transport vehicles;semi-self-driving passenger vehicles; electric land vehicle parts, namely, braking systems		
	Class 039. First use: First Use: 0 First Use In Commerce: 0		
	transportation and delivery services byland; freight brokerage services; freight transportation by vehicle; leasing ofvehicles; rental of vehicles		

U.S. Application No.	88041743	Application Date	07/17/2018
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	LYFT		

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