

ESTTA Tracking number: **ESTTA1128078**

Filing date: **04/19/2021**

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	salesforce.com, inc.
Granted to Date of previous extension	04/18/2021
Address	SALESFORCE TOWER 415 MISSION STREET, 3RD FLOOR SAN FRANCISCO, CA 94105 UNITED STATES
Attorney information	JOHN C. BAUM OWEN, WICKERSHAM & ERICKSON P.C. ONE CONCORD CENTER 2300 CLAYTON ROAD, SUITE 1400 CONCORD, CA 94520 UNITED STATES Primary Email: jcbaum@owe.com Secondary Email(s): eclarke@owe.com, sowen@owe.com, adumau-thioz@owe.com 4158823200
Docket Number	

Applicant Information

Application No.	88800177	Publication date	10/20/2020
Opposition Filing Date	04/19/2021	Opposition Period Ends	04/18/2021
Applicant	Trustforce LLC 530 14TH AVENUE W KIRKLAND, WA 98033 UNITED STATES		

Goods/Services Affected by Opposition

Class 009. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Downloadable computer software for encryption for purposes of business operations, Information Technology operations, software development, computer technologies, Internet, business automation, leadership development, cyber security, privacy, computer security, network security, application security, data security, information security, firewall security, regulatory compliance, and information technology software, hardware, and peripherals

Class 035. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Business management consulting and advisory services in the fields of business operations, Information Technology operations, software de-

velopment, computer technologies, Internet, business automation, leadership development, Software as a service (SaaS), Platform as a Service(PaaS), cyber security, privacy, computer security, network security, application security, data security, information security, firewall security, regulatory compliance, and information technology software, hardware, and peripherals; employment staffing services, namely, filling the temporary and permanent staffing needs of business by providing qualified staffing for remote and on-site employment to develop, test and/or operate business process automation, software tools and services, security processes and procedures, all in the fields of business operations, software development, computer technologies, Internet, business automation, leadership development, Software as a service (SaaS), Platform as a Service(PaaS), cyber security, privacy, computer security, network security, application security, data security, information security, firewall security, regulatory compliance, information technology software, hardware, and peripherals; conducting business audits in the fields of business operations, Information Technology operations, software development, cyber security, privacy, computer security, computer network security, information security, data security information security, firewall security, regulatory compliance, information technology software, hardware, and peripherals; business risk assessment services, business risk management services, and consultation related thereto; business to business consumer product information consultation services, namely, helping businesses assess and purchase products and services from other businesses by providing consumer information in the fields of computer technologies, Internet, business automation, leadership development, Software as a service(SaaS), Platform as a Service(PaaS), business operations, software development, cyber security, privacy, computer security, network security, application security, data security, information security, firewall security, regulatory compliance, and information technology software, hardware, and peripherals; providing consumer product information for business to business sales via a website

Class 036. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Insurance brokerage services, namely, umbrella insurance underwriting services directed toward business risks in the fields of Software as a service (SaaS), Platform as a Service(PaaS), business automation, business operations, Information Technology operations, software development, software testing, privacy, cyber security, privacy, computer security, network security, application security, data security, information security, firewall security, regulatory compliance, information technology software, hardware, and peripherals

Class 042. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Software as a service (SaaS) featuring online non-downloadable software for encryption of messages in the fields of business operations, Information Technology operations, software development, computer technologies, Internet, business automation, leadership development, cyber security, privacy, computer security, network security, application security, data security, information security, firewall security, regulatory compliance, and information technology software, hardware, and peripherals; hosting online web sites for business to business marketplaces featuring software, hardware and services; computer services in the nature of customized web pages featuring computer programming information for other software, hardware and services


Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)
Dilution by tarnishment	Trademark Act Sections 2 and 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	4008308	Application Date	05/24/2010
Registration Date	08/09/2011	Foreign Priority Date	NONE
Word Mark	FORCE		

Design Mark	<h1>FORCE</h1>		
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 2003/09/00 First Use In Commerce: 2003/09/00 BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES, SALES SUPPORT MANAGEMENT SERVICES, BUSINESS INTELLIGENCE SERVICES, PERFORMANCE MANAGEMENT SERVICES, AND SOCIAL NETWORKING SERVICES FOR BUSINESSES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, MARKETINGAUTOMATION, BUSINESS INTELLIGENCE, PERFORMANCE MANAGEMENT, AND SOCIAL NETWORKING FOR BUSINESSES; OPERATING ON-LINE MARKETPLACES FOR BUYING AND SELLING, SHARING, AND OFFERING FOR FREE COMPUTER SOFTWARE, ON-DEMAND APPLICATIONS, AND RELATED DEVELOPMENT TOOLS</p> <p>Class 042. First use: First Use: 2003/09/00 First Use In Commerce: 2003/09/00 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE AND REPORT DATA IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIPMANAGEMENT, SALES SUPPORT, AND EMPLOYEEEFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND-BUSINESS SERVICES FIELDS; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATEDTHERETO</p>		
U.S. Registration No.	4252339	Application Date	03/22/2011
Registration Date	12/04/2012	Foreign Priority Date	NONE
Word Mark	FORCE		

Design Mark	
Description of Mark	The mark consists of the stylized word "FORCE".
Goods/Services	<p>Class 009. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 [DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTERSOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTER SOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES]</p> <p>Class 042. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIPMANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FORUSE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS; AND CONSULTING SERVICES RELATED toall of the</p>

	foregoing		
U.S. Registration No.	4350571	Application Date	01/13/2011
Registration Date	06/11/2013	Foreign Priority Date	NONE
Word Mark	FORCE.COM		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 [DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTERSOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTER SOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES]</p> <p>Class 035. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 [BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING INFORMATION, DATA ASSET, AND IDENTITY MANAGEMENT SERVICES;] COMPILATION AND MANAGEMENT OF COMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES [; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE FEATURING INFORMATION IN THE FIELDS OF ADVERTISING, MARKETING AND BUSINESS MANAGEMENT AND CONSULTING SERVICES RELATED THERETO; OPERATING ONLINE MARKETPLACES FOR BUYING AND SELLING, SHARING, AND OFFERING FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS]</p> <p>Class 042. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY,</p>		



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