

ESTTA Tracking number: **ESTTA1170139**

Filing date: **11/03/2021**

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	Airbnb, Inc.
Granted to Date of previous extension	11/03/2021
Address	888 BRANNAN STREET SAN FRANCISCO, CA 94103 UNITED STATES
Attorney information	CHRISTOPHER T. VARAS KILPATRICK TOWNSEND & STOCKTON LLP 1420 FIFTH AVENUE, SUITE 3700 SEATTLE, WA 98101 UNITED STATES Primary Email: CVaras@kilpatricktownsend.com Secondary Email(s): jewilson@kilpatricktownsend.com, tmadmin@kilpatricktownsend.com, EDebow@kilpatricktownsend.com 206-516-3088
Docket Number	1263047

Applicant Information

Application No.	90321864	Publication date	07/06/2021
Opposition Filing Date	11/03/2021	Opposition Period Ends	11/03/2021
Applicant	At Home BNB LLC 7010 MACCORKLE AVENUE, SW ST. ALBANS, WV 25177 UNITED STATES		

Goods/Services Affected by Opposition

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

All goods and services in the class are opposed, namely: Advertising; business management; business administration; providing office functions; price comparison services in relation to prices for short and mid term rentals of homes, flats, apartments, peer to peer rentals, hostels, and bed and breakfast accommodations; price comparison services in relation to prices for vacation rentals of homes, flats, apartments, peer to peer rentals, hostels, and bed and breakfast accommodations; price comparison services in relation to prices for peer to peer short and mid term rentals of homes, flats, apartments, hostels, and bed and breakfast accommodations; compilation of business directories; provision of on-line business directories featuring restaurants, bars, entertainment establishments, recreational facilities, fitness centers, transportation, and parks; data processing services; updating and maintenance of data in computer databases; compilation and systematization of data in computer databases; compilation of statistics for business purposes; business administration ser-

vices for the processing of sales made on the internet; business research; providing commercial information in the field of business management; public relations; marketing research; conducting marketing studies and public opinion polling; customer loyalty services for promotional and/or advertising purposes; customer loyalty and reward programs for commercial sales promotion and advertising purposes; dissemination and distribution of advertising material in the field of advertising for rental homes, flats, apartments, peer to peer rentals, hostels, and bed and breakfast accommodations; dissemination of advertising material for third parties via the internet; web site optimization for rentals of temporary accommodations; retail store services of soft and hard household goods

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

All goods and services in the class are opposed, namely: Vacation and other temporary accommodation real estate listing services and providing such services via a global computer network; real estate listing services, namely, providing an interactive website and online database of rental properties, rental information, rental property descriptions and images, rental locations and amenities, availability and rates for vacation rental homes, condominiums, cabins, villa, apartments, time-shares, flats, apartments, peer to peer rentals, hostels, and bed and breakfast accommodations; real estate services, namely, arranging of rental agreements for real estate for others through a website

Class 039. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Providing a website featuring travel information and commentary; providing an online searchable computer database featuring information on travel; travel guide and travel information services; providing links to the web sites of others featuring transportation, transport for excursions, travel tours in the nature of transport services, and travel

Class 043. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Providing temporary accommodation services, namely, agency services for the reservation of temporary accommodation; providing bookings and reservation for temporary lodging and accommodations, namely, short and mid term rentals, vacation rentals, peer to peer rentals, homes, flats, apartments, hostels, and bed and breakfast accommodations via the internet, telephone, facsimile, instant messaging, and text messaging; consultation services in the field of temporary lodging and accommodations, namely, booking short and mid term rentals, vacation rentals, peer to peer rentals, homes, flats, apartments, hostels, and bed and breakfast accommodations; providing information via computer networks and global communication networks in the field of temporary accommodations, namely, short term rentals, vacation rentals, peer to peer rentals, homes, flats, apartments, hostels, and bed and breakfast accommodations; providing on-line reviews of temporary accommodations; consultation in the field of the rental of private homes as temporary accommodations for vacation temporary lodging; booking systems for rentals and the alternative accommodation market in general, namely, providing online reservations and bookings for temporary accommodations; providing a website for making reservations and booking, namely, a website where users can post and receive requests to rent short term houses, condos, apartments, time-shares, homes, flats, apartments, hostels, and bed and breakfast accommodations; reservation of temporary accommodations, namely, providing a website for the arrangement and booking of vacation, short term and peer to peer rental accommodations; travel agency services, namely, making reservations and bookings for temporary lodging in the nature of short and mid term rentals, vacation rentals, peer to peer rentals, homes, flats, apartments, hostels, and bed and breakfast accommodations

Grounds for Opposition

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


Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3890025	Application Date	04/27/2010
Registration Date	12/14/2010	Foreign Priority Date	NONE
Word Mark	AIRBNB		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 2009/03/04 First Use In Commerce: 2009/03/04 Providing online business directories featuring temporary lodging


U.S. Registration No.	3890027	Application Date	04/27/2010
Registration Date	12/14/2010	Foreign Priority Date	NONE
Word Mark	AIRBNB		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 043. First use: First Use: 2009/03/04 First Use In Commerce: 2009/03/04 Arranging temporary housing accommodations; Providing online reservation services for temporary lodging; Travel agency services, namely, [making reservations and bookings for transportation] and lodging; Providing temporary lodging information via the Internet		


U.S. Registration No.	3971784	Application Date	04/26/2010
Registration Date	05/31/2011	Foreign Priority Date	NONE
Word Mark	AIRBNB		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 042. First use: First Use: 2009/03/04 First Use In Commerce: 2009/03/04 computer services in the nature of customized web pages featuring user-defined information, personal profiles and information

U.S. Registration No.	4289397	Application Date	04/27/2010
Registration Date	02/12/2013	Foreign Priority Date	NONE
Word Mark	AIRBNB		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 036. First use: First Use: 2009/03/04 First Use In Commerce: 2009/03/04 Providing an online interactive website featuring the listing and rental of temporary lodging; Providing online computer database and online searchable databases featuring information, listings and announcements about housing, apartments, condominiums, townhouses, real estate, commercial real estate and rental and leasing advertisements for the foregoing; Real estate listing, rental and leasing services for residential housing, apartments, rooms in homes, sublets, vacation homes, cabins and villas and office space in commercial properties on a global computer network; Providing reviews and feedback about listers and renters of real estate</p> <p>Class 042. First use: First Use: 2012/04/30 First Use In Commerce: 2012/04/30 Computer services, namely, creating an on-line community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking featuring the rental and listing of real estate</p> <p>Class 045. First use: First Use: 2009/03/04 First Use In Commerce: 2009/03/04 On-line social networking services</p>		

U.S. Registration	4329542	Application Date	04/26/2010
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No.			
Registration Date	04/30/2013	Foreign Priority Date	NONE
Word Mark	AIRBNB		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 039. First use: First Use: 2009/03/04 First Use In Commerce: 2009/03/04 Online trip and travel recommendations and reservation services; Providing travel information over global computer networks, namely, providing search services for travel listings, travel information and related topics and for making reservations and bookings for transportation; Providing reviews and recommendations of local attractions via a global computer network</p> <p>Class 043. First use: First Use: 2009/03/04 First Use In Commerce: 2009/03/04 Providing travel information over global computer networks, namely, providing search services for travel listings, travel information and related topics and for making reservations and bookings for lodging</p>		

U.S. Registration No.	4385613	Application Date	04/26/2010
Registration Date	08/13/2013	Foreign Priority Date	NONE
Word Mark	AIRBNB		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 2009/03/04 First Use In Commerce: 2009/03/04 Providing an online interactive website obtaining users comments concerning business organizations, service providers, and travel and social activities; Providing information, namely, compilations, rankings, ratings, reviews, referrals and recommendations relating to business organizations, service providers, and travel and social activities using a global computer network; Advertising and promotion services and related consulting; dissemination of advertising for others via a global communications network; online advertising services for others,</p>		

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