

THIS DISPOSITION IS NOT  
CITABLE AS PRECEDENT  
OF THE TTAB

Mailed:

November 29, 2004  
GDH/gdh

UNITED STATES PATENT AND TRADEMARK OFFICE

Trademark Trial and Appeal Board

Citicorp

v.

Morley Companies, Inc.

Opposition No. 91113921 to application Serial No. 75428318  
filed on February 3, 1998

Request for Reconsideration

Steven M. Weinberg and Susan Daly Stearns of Greenberg Traurig,  
LLP for Citicorp.

Richard W. Hoffmann of Warn Hoffmann Miller & LaLone PC for  
Morley Companies, Inc.

Before Simms, Hohein and Chapman, Administrative Trademark  
Judges.

Opinion by Hohein, Administrative Trademark Judge:

The Board, on April 8, 2004, issued a decision sustaining the opposition by Citicorp to the application by Morley Companies, Inc. for registration of the mark "CHOICES UNLIMITED" for "debit card services," based upon a finding of a likelihood of confusion with opposer's previously used and registered mark "CHOICE" for "credit card services." Applicant, as permitted by an approved request for an extension of time, has filed a motion on July 19, 2004 for reconsideration of the

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Board's decision, and opposer has timely filed a brief in opposition thereto on August 9, 2004.

Upon consideration of applicant's arguments, we agree with opposer that such contentions are in essence merely a rehash of arguments previously asserted in applicant's trial brief and which were fully and correctly dealt with in the Board's April 8, 2004 decision. Accordingly, because applicant has demonstrated no error in such decision, the motion for reconsideration is denied. See TBMP §543 (2d ed. rev. 2004).