

# Trademark/Service Mark Application, Principal Register

Serial Number: 85040283

Filing Date: 05/17/2010

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	85040283
<b>MARK INFORMATION</b>	
<b>*MARK</b>	<a href="#">CARFAX PRICE CALCULATOR</a>
<b>STANDARD CHARACTERS</b>	YES
<b>USPTO-GENERATED IMAGE</b>	YES
<b>LITERAL ELEMENT</b>	CARFAX PRICE CALCULATOR
<b>MARK STATEMENT</b>	The mark consists of standard characters, without claim to any particular font, style, size, or color.
<b>REGISTER</b>	Principal
<b>APPLICANT INFORMATION</b>	
<b>*OWNER OF MARK</b>	Carfax, Inc.
<b>*STREET</b>	5860 Trinity Parkway Suite 600
<b>*CITY</b>	Centreville
<b>*STATE (Required for U.S. applicants)</b>	Virginia
<b>*COUNTRY</b>	United States
<b>*ZIP/POSTAL CODE (Required for U.S. applicants only)</b>	20120
<b>PHONE</b>	7039342664
<b>FAX</b>	7039954664

<b>EMAIL ADDRESS</b>	cfxtrademark@carfax.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>LEGAL ENTITY INFORMATION</b>	
<b>TYPE</b>	corporation
<b>STATE/COUNTRY OF INCORPORATION</b>	Pennsylvania
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
<b>INTERNATIONAL CLASS</b>	
<b>* IDENTIFICATION</b>	Providing business and consumer information in the field of motor vehicle history information, namely a price value adjustment for a vehicle based on vehicle history attributes.
<b>FILING BASIS</b>	SECTION 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 04/26/2010
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 04/26/2010
<b>SPECIMEN FILE NAME(S)</b>	
<b>ORIGINAL PDF FILE</b>	<a href="#">spec-1-1669097117-151837039 . CARFAX PRICE CALCULATOR specimen.pdf</a>
<b>CONVERTED PDF FILE(S) (1 page)</b>	<a href="#">\\TICRS\EXPORT10\IMAGEOUT10\850\402\85040283\xml1\APP0003.JPG</a>
<b>SPECIMEN DESCRIPTION</b>	Scanned copy of Carfax Vehicle History Report
<b>ADDITIONAL STATEMENTS SECTION</b>	
<b>PRIOR REGISTRATION(S)</b>	The applicant claims ownership of U.S. Registration Number(s) 2515290, 1589438, 2463326, and others.
<b>CORRESPONDENCE INFORMATION</b>	
<b>NAME</b>	Carfax, Inc.
<b>FIRM NAME</b>	Carfax, Inc.
<b>STREET</b>	5860 Trinity Parkway Suite 600
<b>CITY</b>	Centreville
<b>STATE</b>	Virginia

<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	20120
<b>PHONE</b>	7039342664
<b>FAX</b>	7039954664
<b>EMAIL ADDRESS</b>	cfxtrademark@carfax.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>FEE INFORMATION</b>	
<b>NUMBER OF CLASSES</b>	1
<b>FEE PER CLASS</b>	325
<b>*TOTAL FEE DUE</b>	325
<b>*TOTAL FEE PAID</b>	325
<b>SIGNATURE INFORMATION</b>	
<b>SIGNATURE</b>	/catherinethornberry/
<b>SIGNATORY'S NAME</b>	Catherine Thornberry
<b>SIGNATORY'S POSITION</b>	General Counsel
<b>DATE SIGNED</b>	05/17/2010

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## Trademark/Service Mark Application, Principal Register

**Serial Number: 85040283**

**Filing Date: 05/17/2010**

### To the Commissioner for Trademarks:

**MARK:** CARFAX PRICE CALCULATOR (Standard Characters, see [mark](#))

The literal element of the mark consists of CARFAX PRICE CALCULATOR.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Carfax, Inc., a corporation of Pennsylvania, having an address of

5860 Trinity Parkway Suite 600

Centreville, Virginia 20120

United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class \_\_\_\_\_: Providing business and consumer information in the field of motor vehicle history information, namely a price value adjustment for a vehicle based on vehicle history attributes.

In International Class \_\_\_\_\_, the mark was first used at least as early as 04/26/2010, and first used in commerce at least as early as 04/26/2010, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) Scanned copy of Carfax Vehicle History Report.

**Original PDF file:**

[spec-1-1669097117-151837039 . CARFAX PRICE CALCULATOR specimen.pdf](#)

**Converted PDF file(s)** (1 page)

[Specimen File1](#)

The applicant claims ownership of U.S. Registration Number(s) 2515290, 1589438, 2463326, and others.

The applicant's current Correspondence Information:

Carfax, Inc.

Carfax, Inc.

5860 Trinity Parkway Suite 600

Centreville, Virginia 20120

7039342664(phone)

7039954664(fax)

cfxtrademark@carfax.com (authorized)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

### **Declaration**

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /catherinethornberry/ Date Signed: 05/17/2010

Signatory's Name: Catherine Thornberry

Signatory's Position: General Counsel

RAM Sale Number: 828

RAM Accounting Date: 05/18/2010

Serial Number: 85040283

Internet Transmission Date: Mon May 17 14:30:12 EDT 2010

TEAS Stamp: USPTO/BAS-166.90.97.117-2010051714301203

4446-85040283-460f5d9bfc58c4f3269f46e722

8cb59a-CC-828-20100507151837039246

# CARFAX PRICE CALCULATOR

For Personal Use Only

For Personal Use Only

CARFAX® Vehicle History Report™  
An independent company established in 1986

<p><b>Vehicle Information:</b>                  2006 SUBARU IMPREZA OUTBK SPT/SPEC ED                  VIN: JF1GG68666H806284                  STATION WAGON                  2.5L H4 FI DOHC                  ALL WHEEL DRIVE  <a href="#">Standard Equipment</a>   <a href="#">Safety Options</a></p> <p>Search for other <a href="#">2006 SUBARU IMPREZA vehicles</a> in Centreville, VA</p>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 40px;"></td> <td>No accident / damage reported to CARFAX</td> </tr> <tr> <td style="text-align: center;"></td> <td>CARFAX 1-Owner vehicle</td> </tr> <tr> <td style="text-align: center;"></td> <td>Personal vehicle</td> </tr> <tr> <td style="text-align: center;"></td> <td>12 Service records available</td> </tr> <tr> <td style="text-align: center;"></td> <td>149,195 Last reported odometer reading</td> </tr> <tr> <td style="text-align: center;"></td> <td>+ \$190 CARFAX History Impact</td> </tr> </table>		No accident / damage reported to CARFAX		CARFAX 1-Owner vehicle		Personal vehicle		12 Service records available		149,195 Last reported odometer reading		+ \$190 CARFAX History Impact
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	CARFAX 1-Owner vehicle												
	Personal vehicle												
	12 Service records available												
	149,195 Last reported odometer reading												
	+ \$190 CARFAX History Impact												

This CARFAX Vehicle History Report is based only on information supplied to CARFAX and available as of 5/07/10 at 3:22 PM (EDT). Other information about this vehicle, including problems, may not have been reported to CARFAX. Use this report as one important tool, along with a vehicle inspection and test drive, to make a better decision about your next used car.

Price Calculator

Adjust the value of this 2006 SUBARU IMPREZA OUTBK SPT/SPEC ED based on the information available in this report

<p>1) Book Value</p> <div style="border: 1px solid gray; padding: 5px; display: flex; align-items: center; justify-content: center;"> <span style="font-size: 1.5em; margin-right: 5px;">\$</span> <input style="width: 80px; text-align: right; border: none;" type="text" value="0"/> </div> <p style="font-size: 0.8em; text-align: center;">Enter book value here</p>	<p>2) CARFAX History Impact</p> <p style="font-size: 1.5em; font-weight: bold;">+ \$190</p> <p style="font-size: 0.8em;">VIN: JF1GG68666H806284</p>	<p>3) Adjusted Value</p> <p style="text-align: center; font-weight: bold;">Begin by entering the book value</p>
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Ownership History

The number of owners is estimated

Year purchased	2006
Type of owner	Personal
Estimated length of ownership	4 yrs. 4 mo.
Owned in the following states/provinces	Virginia
Estimated miles driven per year	36,865/yr
Last reported odometer reading	149,195

Title History

CARFAX guarantees the information in this section

<p><a href="#">Salvage</a>   <a href="#">Junk</a>   <a href="#">Rebuilt</a>   <a href="#">Fire</a>   <a href="#">Flood</a>   <a href="#">Hail</a>   <a href="#">Lemon</a></p>	<p>Owner 1</p> <p style="font-weight: bold; color: green;">Guaranteed No Problem</p>
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