

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark: AETNA (Stylized)

International Classes: 35, 36, 42, 44

SERVICE MARK APPLICATION

To the Commissioner of Patents and Trademarks:

Aetna Inc., a Pennsylvania corporation having a place of business at 980 Jolly Road, Blue Bell, Pennsylvania 19422, has adopted and is using the service mark shown in the accompanying drawing for health care cost review and cost containment services; health care utilization management and review services; medical cost management (Class 35); administration and underwriting of medical, dental, pharmacy, vision and behavioral health care insurance services; administration of disability, long-term care, group life insurance plans; and Medicare benefit plans (Class 36); providing a website featuring personalized information to health plan participants about health care services; providing an interactive multimedia computer database in the field of health care services, health care information, and health care products (Class 42); providing wellness and disease management programs; behavioral health counseling services; personal health assessments; providing smoking cessation and weight loss program services; and providing medical information, namely, information regarding medications and medication management counseling services; managed health care services, namely, health and wellness counseling; disease care management services; providing health care information in the field of health and wellness, behavioral health, disability management, and disease management (Class 44), in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 as amended.

The service mark was first used in connection with the services in Class 35 at least as early as January 18, 2012; was first used in connection with the services in Class 35 in interstate commerce at least as early as January 18, 2012 and is now in use in such commerce.

The service mark was first used in connection with the services in Class 36 at least as early as January 18, 2012; was first used in connection with the services in Class 36 in interstate commerce at least as early as January 18, 2012 and is now in use in such commerce.

The service mark was first used in connection with the services in Class 42 at least as early as January 18, 2012; was first used in connection with the services in Class 42 in interstate commerce at least as early as January 18, 2012 and is now in use in such commerce.

The service mark was first used in connection with the services in Class 44 at least as early as January 18, 2012; was first used in connection with the services in Class 44 in interstate commerce at least as early as January 18, 2012 and is now in use in such commerce.

The mark is use in on-line promotion and information in connection with the services in each class and other manners customary in the trade.

Applicant is owner of Registration Nos. 1,939,423; 1,939,424 and others.

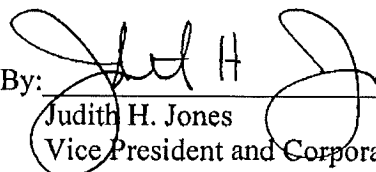
Please recognize Roberta Jacobs-Meadway, a member of the bar of Pennsylvania; Jay K. Meadway, a member of the bar of Pennsylvania; and Richard E. Peirce, a member of the bar of Pennsylvania, with offices at Eckert Seamans Cherin & Mellott, LLC, Two Liberty Place, 50 South 16th Street, 22nd Floor, Philadelphia, Pennsylvania 19102, as our attorneys, with full power of substitution and revocation, to prosecute this application and to transact all business in connection therewith and to receive the Certificate of Registration.

The Patent and Trademark Office is requested to direct all communications with respect to this application to the following attorneys: Roberta Jacobs-Meadway and Jay K. Meadway.

Judith H. Jones declares: That she is Vice President and Corporate Secretary of applicant corporation and is authorized to execute this Declaration on behalf of said corporation, that she believes said corporation to be owner of the mark sought to be registered, that to the best of her knowledge and belief no other person, firm, corporation or association has the right to use said mark in commerce, either in the identical form or in such near resemblance thereto as may be likely, when applied to the services of such other person, to cause confusion, or to cause mistake, or to deceive; that the statements made herein of her own knowledge are true and all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or document or any registration resulting therefrom.

AETNA INC.

Date: 3/19/12

By: 
Judith H. Jones
Vice President and Corporate Secretary

DRAWING PAGE

APPLICANT NAME: Aetna Inc.

APPLICANT ADDRESS: RW 61 980 Jolly Road, Blue Bell, PA 19422

DATE OF FIRST USE: at least as early as January 18, 2012 (Class 35)

DATE OF FIRST USE IN COMMERCE: at least as early as January 18, 2012 (Class 35)

DATE OF FIRST USE: at least as early as January 18, 2012 (Class 36)

DATE OF FIRST USE IN COMMERCE: at least as early as January 18, 2012 (Class 36)

DATE OF FIRST USE: at least as early as January 18, 2012 (Class 42)

DATE OF FIRST USE IN COMMERCE: at least as early as January 18, 2012 (Class 42)

DATE OF FIRST USE: at least as early as January 18, 2012 (Class 44)

DATE OF FIRST USE IN COMMERCE: at least as early as January 18, 2012 (Class 44)

GOODS AND/OR SERVICES: health care cost review and cost containment services; health care utilization management and review services; medical cost management (Class 35);

administration and underwriting of medical, dental, pharmacy, vision and behavioral health care insurance services; administration of disability, long-term care, group life insurance plans; and Medicare benefit plans (Class 36);

providing a website featuring personalized information to health plan participants about health care services; providing an interactive multimedia computer database in the field of health care services, health care information, and health care products (Class 42); and

providing wellness and disease management programs; behavioral health counseling services; personal health assessments; providing smoking cessation and weight loss program services; and providing medical information, namely, information regarding medications and medication management counseling services; managed health care services, namely, health and wellness counseling; disease care management services; providing health care information in the field of health and wellness, behavioral health, disability management, and disease management (Class 44)

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aetna

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