Applicant respectfully submits the following arguments in response to the UBER (Ser. No. 88328871) office action issued December 16, 2019, for amendments to the identification of goods and services:

Class 35 Arguments:
- Applicant respectfully argues that, for the sake of consistency in Applicant's multiple filings, the Examining Attorney should accept "arranging and conducting incentive rewards programs, namely, administration of loyalty programs enabling members to obtain access to exclusive discounts, offers, promotions, rewards, and features from retailers and service providers", "arranging and conducting incentive rewards programs to incentivize engagement with a ridesharing platform", and "providing rewards programs for customers to earn fuel discounts and rebates, school tuition, car maintenance and repair discounts, roadside assistance, priority rideshare matching, rideshare trip routing and duration information, access to rideshare promotions, and increased flat fares" in Class 35 because these descriptions, or virtually identical descriptions, were accepted in U.S. Ser. No. 88162495 for UBER PRO.
- Applicant respectfully argues that, for the sake of consistency in Applicant's multiple filings, the Examining Attorney should accept "business services, namely, filling the temporary and permanent staffing needs of businesses" in Class 35 because this description, or a virtually identical description, was accepted in U.S. Ser. No. 88169887 for UBER WORKS.
- Applicant respectfully argues that, for the sake of consistency in Applicant's multiple filings, the Examining Attorney should accept "membership rewards programs to promote the sale of transportation and delivery services" in Class 35 because this description, or a virtually identical description, was accepted in U.S. Ser. No. 88192913 for UBER REWARDS.
- Applicant respectfully argues that, for the sake of consistency in Applicant's multiple filings, the Examining Attorney should accept "providing a website featuring information about transportation management services, namely, about planning, coordinating, and tracking the transportation of people and conveyances" in Class 35 because this description, or a virtually identical description, was accepted in U.S. Ser. No. 87878896 for UBER RENT.

Class 36 Arguments
- Applicant respectfully argues that, for the sake of consistency in Applicant's multiple filings, the Examining Attorney should accept **"**monetary services, namely, providing discounted prepayment of goods and services", "payment services, namely, establishing electronic funding accounts used to purchase goods and services on the internet", and "financial services and monetary services, namely, funding electronic and online cash accounts" in Class 36 because the Examining Attorney did not object to these descriptions, or virtually identical descriptions, in U.S. Ser. No. 88083093 for UBER CASH.
- Applicant respectfully argues that, for the sake of consistency in Applicant's multiple filings, the Examining Attorney should accept "financial affairs and services and monetary affairs and services, namely, electronic direct-deposit services" in Class 36

because this description, or a virtually identical description, was accepted in U.S. Ser. No. 88083500 for UBER WALLET.

- Applicant respectfully argues that, for the sake of consistency in Applicant's multiple filings, the Examining Attorney should accept "financial services and monetary services, namely, administration of transactions involving funds drawn from online stored value accounts", "financial processing services and monetary processing services, namely, processing of electronic, mobile, and online transactions", "financial services and monetary services, namely, administration and processing of transactions involving funds drawn from electronic and online stored value accounts", "financial services and monetary services, namely, administering, providing, processing, verifying, and authenticating electronic, mobile, and online payments and contactless financial transactions", and "financial transaction services, namely, maintaining and servicing a payment network for facilitating electronic payments by others to others for goods or services" in Class 36 because these descriptions, or virtually identical descriptions, were accepted in U.S. Ser. No. 88243029 for UBER PAY.
- Applicant respectfully argues that, for the sake of consistency in Applicant's multiple filings, the Examining Attorney should accept "loyalty program payment processing services, namely, issuance and processing of loyalty points" in Class 36 because this description, or a virtually identical description, was accepted in U.S. Ser. No. 88192913 for UBER REWARDS.

Class 39 Arguments

- Applicant respectfully argues that, for the sake of consistency in Applicant's multiple filings, the Examining Attorney should accept "packaging and storage of goods" in Class 39 because this description, or a virtually identical description, was accepted in U.S. Reg. No. 5042023 UBER EATS and U.S. Ser. No. 87829107 for UBERSHARE.
- Applicant respectfully argues that, for the sake of consistency in Applicant's multiple filings, the Examining Attorney should accept "delivery services" in Class 39 because this description, or a virtually identical description, was accepted in U.S. Reg. No. 5042023 UBER EATS.
- Applicant respectfully argues that, for the sake of consistency in Applicant's multiple filings, the Examining Attorney should accept "providing a website featuring information on frequent traveler bonus programs" in Class 39 because this description, or a virtually identical description, was accepted in U.S. Ser. No. 88192913 for UBER REWARDS.

Class 41 Arguments

- Applicant respectfully argues that, for the sake of consistency in Applicant's multiple filings, the Examining Attorney should accept "online publications, namely, blogs, non-downloadable technical reports and non-downloadable research papers in the field of machine learning" and "providing a website featuring information in the field of machine learning" in Class 41 because this description, or a virtually identical description, was accepted in U.S. Reg. No. 5801036 for UBER AI LABS.