

Int. Cl.: 36

Prior U.S. Cls.: 100, 101, and 102

United States Patent and Trademark Office

Reg. No. 3,532,314

Registered Nov. 11, 2008

SERVICE MARK  
PRINCIPAL REGISTER

# First Financial

FIRST FINANCIAL .COM (CALIFORNIA CORPORATION)

3200 SIXTH AVENUE # 102

SAN DIEGO, CA 92103

FOR: BANKING AND FINANCING SERVICES,  
IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-24-1995; IN COMMERCE 11-24-1995.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FINANCIAL", APART FROM THE MARK AS SHOWN.

SN 77-415,637, FILED 3-6-2008.

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