

NOTE TO THE FILE

SERIAL NUMBER: 85927553

DATE: 12/11/2013

NAME: jfalk1

NOTE:

Searched:

Google
 Lexis/Nexis
 OneLook
 Wikipedia
 Acronym Finder
 Other:

Discussed ID with:

Senior Atty
 Managing Atty

 Protest evidence reviewed

Checked:

Geographic significance
 Surname
 Translation
 ID with ID/CLASS mailbox

Discussed Geo. Sig. with:

Senior Atty
 Managing Atty

Checked list of approved Canadian attorneys and agents

Discussed file with

Attorney/Applicant via:

phone
 email

Left message with
Attorney/Applicant

Requested Law Library search
for:

Issued Examiner's Amendment
and entered changes in TRADEUPS

PRINT **DO NOT PRINT**

Description of the mark
 Translation statement

Added design code in TRADEUPS

Negative translation statement
 Consent of living individual

Re-imaged standard character
drawing

Changed TRADEUPS to:

Contacted TM MADRID ID/CLASS
about misclassified definite ID

OTHER:

Jonathan,

Ok, here goes. I believe I have addressed everything you have raised as an issue and made the necessary revisions. Below is Easify's proposed/preliminary response to the office action. Could you please let me know if the below descriptions of services would be acceptable. If further changes are necessary please advise and I will address them.

International Class 35: Advertising and commercial information distribution services for others, namely, providing sponsored product recommendations via the global computer network; Promoting the goods and services of others over the Internet by means of displaying images, videos, and hyperlinks; Business networking services, namely providing opportunities for exchange of information and conversation regarding a wide variety of topics by means of live events, mailed information, product reviews and interaction on a global computer network; Dissemination of advertising for others via an on-line electronic communications network on the internet; Providing a searchable on-line advertising guide featuring the goods and service of other on-line vendors; Retail store services featuring clothing, shoes, jewelry, and electronics provided by means of a global computer network; Computerized searching, ordering and on-line retail and wholesale distributorship services featuring general merchandise and general consumer goods including clothing, shoes, jewelry, and electronics; Providing access to on-line directories relating to clothing, shoes, jewelry, and electronics available on a global computer

network; Providing an on-line searchable database for the sale of goods and services including clothing, shoes, jewelry, and electronics of others; Providing an on-line searchable directory for locating, organizing and presenting goods and services of other on-line vendors; Database aggregation, integration and management services; Directory services to help locate people, places, organizations, phone numbers, network home pages, and electronic mail addresses; Computerized on-line ordering services in the fields of clothing, shoes, jewelry, and electronics; Providing an on-line commercial information directory on the internet; Providing a searchable database in the field of business information available via a global computer network; Providing a searchable on-line advertising guide database featuring goods and services of others via the internet; Providing on-line computer databases and on-line searchable databases for products such as clothing, shoes, jewelry and electronics.

International Class 38: Data transmission, namely transmission of e-mails and user-defined information, personal profiles, information and instant messages via the internet; Computer services, namely, providing multiple-user access to computer networks for the electronic transmission of various data, communications, documents and personal and professional information.

International Class 41: Electronic publishing services, namely, publication of text, audio, video and graphic works of others online featuring clothing, shoes, jewelry, and electronics; Providing on-line computer databases and on-line searchable databases in the fields of videos and photographs.

International Class 42: Providing online directory information service featuring information in the field of collegiate life, user-defined information, recommendations, virtual community, social networking, photo sharing, and transmission of photographic images; Creating and maintaining blogs for others; Computer services, namely, hosting online web facilities for others for organizing and conducting gatherings, and interactive discussions; Providing use of software applications through a website; Providing a web site featuring temporary use of non-downloadable software for displaying, soliciting feedback on, and marketing of retail and consumer items; Providing on-line interactive computer non-downloadable software for managing, viewing and editing information namely, event scheduling, and personal and professional contact information; Searching and retrieving information, sites, and resources located on computer networks for others; Providing search engines for locating information, resources, and the websites of others on a global computer network.

International Class 45: Internet based introduction and social networking services; Providing information in the field of interpersonal relationships via a computer network; Providing a selection of electronic greeting cards via a global computer network.

Thanks for your assistance here,

Dwayne D. Stresman
Kerr, Russell and Weber, PLC
500 Woodward Avenue, Suite 2500
Detroit, MI 48226
Telephone: (313) 961-0200
Fax: (313) 961-0388
Email: dstresman@kerr-russell.com
Web: www.kerr-russell.com

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From: Falk, Jonathan [<mailto:Jonathan.Falk@USPTO.GOV>]
Sent: Wednesday, December 11, 2013 1:08 PM
To: Stresman, Dwayne
Subject: RE: Trademark application for Easify: 85927553

It's probably easier if you just put it in the body of the email.

Jonathan R. Falk
Trademark Examining Attorney
Law Office 111
(571) 272-5301

Jonathan.falk@uspto.gov

From: Stresman, Dwayne [<mailto:dstresman@kerr-russell.com>]
Sent: Wednesday, December 11, 2013 9:46 AM
To: Falk, Jonathan
Subject: RE: Trademark application for Easify: 85927553

Jonathan,

I have finally been able to get some feedback from the client about the revisions to the services descriptions you required. I would like to run a proposed revision past you. What is the best way to do that? I can attach a word file or simply put it in the body of an email. Please let me know what would be easiest.

Thanks,

Dwayne D. Stresman
Kerr, Russell and Weber, PLC
500 Woodward Avenue, Suite 2500
Detroit, MI 48226
Telephone: (313) 961-0200
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From: Falk, Jonathan [<mailto:Jonathan.Falk@USPTO.GOV>]
Sent: Thursday, August 01, 2013 3:31 PM
To: Stresman, Dwayne
Subject: RE: Trademark application for Easify: 85927553

Dwayne,

I'm available now if you would like to discuss the application. You can reach me at the number below. I will be here until around 5pm ET this evening and all day tomorrow.

Jonathan R. Falk
Trademark Examining Attorney
Law Office 111
(571)272-5301
Jonathan.falk@uspto.gov

From: Stresman, Dwayne [<mailto:dstresman@kerr-russell.com>]
Sent: Thursday, August 01, 2013 3:27 PM
To: Falk, Jonathan
Subject: Trademark application for Easify: 85927553

Jonathan,

I would like to speak with you about this application when you have a moment. Could you please let me know when you have some time to do so and at what phone number you can be reached.

Regards,

Dwayne D. Stresman

Kerr, Russell and Weber, PLC

500 Woodward Avenue, Suite 2500

Detroit, MI 48226

Telephone: (313) 961-0200

Fax: (313) 961-0388

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