

Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86013748
LAW OFFICE ASSIGNED	LAW OFFICE 102
MARK SECTION	
MARK	http://tess2.uspto.gov/ImageAgent/ImageAgentProxy?getImage=86013748
LITERAL ELEMENT	PARENTS IN PLAY
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size or color.
GOODS AND/OR SERVICES SECTION (current)	
INTERNATIONAL CLASS	035
DESCRIPTION	
Advertising and promotional services on behalf of others; consultation in the field of advertising; promotional services in the form of online entertainment and education; promotional services in the form of sharing of multimedia content via the Internet and other communications networks; developing and providing marketing programs for advertisers, marketers, partners and content providers; providing information to online users via a website to enable the users to reach, engage, and interact with advertisers, marketers, partners and content providers; providing on-line market research services via a website; Rental of advertising space on web sites; providing information via a website to online users to enable the users to submit specific informed recommendations of specific consumer products and services validated by the users inputted preferences and social network; online service for facilitating discounted purchases offerings from retailers to purchasers via a website which connects social network users with retailers; market research services and business marketing consulting services; economic forecasting and analysis; consultation in connection with organizing and managing business enterprises counselling with organising and managing enterprises; providing television advertising for others; market research; dissemination of advertising for others; modelling services for advertising and sales promoting purposes; public opinion polling for business or advertising purposes; publicity agency services; public relations; rendering sales promotion advice; mail order services featuring music tapes, computer games, games, magazines and clothes; distribution of free samples for promotion purposes; demonstration of goods for promotion purposes; advertising agency services; rental of advertising space; dissemination of advertising brochures; business consulting and market research information services, namely, monitoring, tracking, and reporting of consumer trends related to the use of digital media; market research by means of a computer database; market research for advertising; provision of market research information; research services relating to advertising and marketing; dissemination of advertising matter; publication of publicity materials and texts; compiling and providing access to statistical information; compilation of directories for publishing on the Internet; provision of space on web sites for advertising goods and services; advertising services; management, advice and consultancy services relating to all the aforesaid services	
FILING BASIS	Section 1(b)
FILING BASIS	Section 44(d)
FOREIGN APPLICATION NUMBER	1536888
FOREIGN APPLICATION COUNTRY	Australia
FOREIGN FILING DATE	01/22/2013
GOODS AND/OR SERVICES SECTION (proposed)	
INTERNATIONAL CLASS	035
DESCRIPTION	

Advertising and promotional services on behalf of others; consultation in the field of advertising; promotional services in the form of online entertainment and education; promotional services in the form of sharing of multimedia content via the Internet and other communications networks; developing and providing marketing programs for advertisers, marketers, partners and content providers; providing information to online users via a website to enable the users to reach, engage, and interact with advertisers, marketers, partners and content providers; providing on-line market research services via a website; Rental of advertising space on web sites; providing information via a website to online users to enable the users to submit specific informed recommendations of specific consumer products and services validated by the users inputted preferences and social network; online service for facilitating discounted purchases offerings from retailers to purchasers via a website which connects social network users with retailers; market research services and business marketing consulting services; economic forecasting and analysis; consultation in connection with organizing and managing business enterprises counselling with organising and managing enterprises; providing television advertising for others; market research; dissemination of advertising for others; modelling services for advertising and sales promoting purposes; public opinion polling for business or advertising purposes; publicity agency services; public relations; rendering sales promotion advice; mail order services featuring music tapes, computer games, games, magazines and clothes; distribution of free samples for promotion purposes; demonstration of goods for promotion purposes; advertising agency services; rental of advertising space; dissemination of advertising brochures; business consulting and market research information services, namely, monitoring, tracking, and reporting of consumer trends related to the use of digital media; market research by means of a computer database; market research for advertising; provision of market research information; research services relating to advertising and marketing; dissemination of advertising matter; publication of publicity materials and texts; compiling and providing access to statistical information; compilation of directories for publishing on the Internet; provision of space on web sites for advertising goods and services; advertising services; management, advice and consultancy services relating to all the aforesaid services

FILING BASIS	Section 44(d)
FOREIGN APPLICATION NUMBER	1536888
FOREIGN APPLICATION COUNTRY	Australia
FOREIGN FILING DATE	01/22/2013
FILING BASIS	Section 44(e)
FOREIGN REGISTRATION NUMBER	1536888
FOREIGN REGISTRATION COUNTRY	Australia
FOREIGN REGISTRATION DATE	01/02/2014
FOREIGN EXPIRATION DATE	01/22/2023
FOREIGN REGISTRATION FILE NAME(S)	\\TICRS\EXPORT16\IMAGEOUT 16\860\137\86013748\xml9\ ROA0002.JPG
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	\\TICRS\EXPORT16\IMAGEOUT 16\860\137\86013748\xml9\ ROA0004.JPG
STANDARD CHARACTERS OR EQUIVALENT	YES
ADDITIONAL STATEMENTS SECTION	
MISCELLANEOUS STATEMENT	Preliminary response. The response submitted February 25, 2014 had an incorrect date for the foreign registration. The foreign registration date is now correct.
SIGNATURE SECTION	
DECLARATION SIGNATURE	/michael t. hess/
SIGNATORY'S NAME	Michael T. Hess
SIGNATORY'S POSITION	Attorney of Record, MN State Bar Member
SIGNATORY'S PHONE NUMBER	612-677-9050
DATE SIGNED	02/26/2014
RESPONSE SIGNATURE	/michael t. hess/
SIGNATORY'S NAME	Michael T. Hess

SIGNATORY'S POSITION	Attorney of Record, MN State Bar Member
SIGNATORY'S PHONE NUMBER	612-677-9050
DATE SIGNED	02/26/2014
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Wed Feb 26 15:21:24 EST 2014
TEAS STAMP	USPTO/ROA-XX.XX.XX.XXX-20 140226152124292588-860137 48-5001e6c35cd732fe87cc17 6262dd1be78139ff7b7ca3181 995d62f93d2e244e3-N/A-N/A -20140226150024887707

PTO Form 1957 (Rev 9/2005)
OMB No. 0651-0050 (Exp. 07/31/2017)

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **86013748** PARENTS IN PLAY(Standard Characters, see <http://tess2.uspto.gov/ImageAgent/ImageAgentProxy?getImage=86013748>) has been amended as follows:

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 035 for Advertising and promotional services on behalf of others; consultation in the field of advertising; promotional services in the form of online entertainment and education; promotional services in the form of sharing of multimedia content via the Internet and other communications networks; developing and providing marketing programs for advertisers, marketers, partners and content providers; providing information to online users via a website to enable the users to reach, engage, and interact with advertisers, marketers, partners and content providers; providing on-line market research services via a website; Rental of advertising space on web sites; providing information via a website to online users to enable the users to submit specific informed recommendations of specific consumer products and services validated by the users inputted preferences and social network; online service for facilitating discounted purchases offerings from retailers to purchasers via a website which connects social network users with retailers; market research services and business marketing consulting services; economic forecasting and analysis; consultation in connection with organizing and managing business enterprises counselling with organising and managing enterprises; providing television advertising for others; market research; dissemination of advertising for others; modelling services for advertising and sales promoting purposes; public opinion polling for business or advertising purposes; publicity agency services; public relations; rendering sales promotion advice; mail order services featuring music tapes, computer games, games, magazines and clothes; distribution of free samples for promotion purposes; demonstration of goods for promotion purposes; advertising agency services; rental of advertising space; dissemination of advertising brochures; business consulting and market research information services, namely, monitoring, tracking, and reporting of consumer trends related to the use of digital media; market research by means of a computer database; market research for advertising; provision of market research information; research services relating to advertising and marketing; dissemination of advertising matter; publication of publicity materials and texts; compiling and providing access to statistical information; compilation of directories for publishing on the Internet; provision of space on web sites for advertising goods and services; advertising services; management, advice and consultancy services relating to all the aforesaid services

Original Filing Basis:

Filing Basis: Section 1(b), Intent to Use: For a trademark or service mark application: As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. **For a collective trademark, collective service mark, or collective membership mark application:** As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. **For a certification mark application:** As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant

Filing Basis: Section 44(d), Priority based on foreign filing: *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services, and asserts a claim of priority based upon a foreign application. *For a collective trademark, collective service mark, or collective membership mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization, and asserts a claim of priority based upon a foreign application. *For a certification membership mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods or services that meet the certification standards of the applicant, and the applicant asserts a claim of priority based upon a foreign application. Claim of priority is based on [Australia application number 1536888 filed 01/22/2013]. 15 U.S.C. Section 1126(d), as amended.

Proposed: Class 035 for Advertising and promotional services on behalf of others; consultation in the field of advertising; promotional services in the form of online entertainment and education; promotional services in the form of sharing of multimedia content via the Internet and other communications networks; developing and providing marketing programs for advertisers, marketers, partners and content providers; providing information to online users via a website to enable the users to reach, engage, and interact with advertisers, marketers, partners and content providers; providing on-line market research services via a website; Rental of advertising space on web sites; providing information via a website to online users to enable the users to submit specific informed recommendations of specific consumer products and services validated by the users inputted preferences and social network; online service for facilitating discounted purchases offerings from retailers to purchasers via a website which connects social network users with retailers; market research services and business marketing consulting services; economic forecasting and analysis; consultation in connection with organizing and managing business enterprises counselling with organising and managing enterprises; providing television advertising for others; market research; dissemination of advertising for others; modelling services for advertising and sales promoting purposes; public opinion polling for business or advertising purposes; publicity agency services; public relations; rendering sales promotion advice; mail order services featuring music tapes, computer games, games, magazines and clothes; distribution of free samples for promotion purposes; demonstration of goods for promotion purposes; advertising agency services; rental of advertising space; dissemination of advertising brochures; business consulting and market research information services, namely, monitoring, tracking, and reporting of consumer trends related to the use of digital media; market research by means of a computer database; market research for advertising; provision of market research information; research services relating to advertising and marketing; dissemination of advertising matter; publication of publicity materials and texts; compiling and providing access to statistical information; compilation of directories for publishing on the Internet; provision of space on web sites for advertising goods and services; advertising services; management, advice and consultancy services relating to all the aforesaid services

Deleted Filing Basis: 1(b)

Filing Basis: Section 44(d), Priority based on foreign filing: *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services, and asserts a claim of priority based upon a foreign application. *For a collective trademark, collective service mark, or collective membership mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization, and asserts a claim of priority based upon a foreign application. *For a certification membership mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods or services that meet the certification standards of the applicant, and the applicant asserts a claim of priority based upon a foreign application. Claim of priority is based on [Australia application number 1536888 filed 01/22/2013]. 15 U.S.C. Section 1126(d), as amended.

Filing Basis: Section 44(e), Based on Foreign Registration: *For all applications:* The applicant attaches a copy of [Australia registration number 1536888 registered 01/02/2014 with a renewal date of _____ and an expiration date of 01/22/2023], and translation thereof, if appropriate. *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services. *For a collective trademark, collective service mark, or collective membership mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. *For a certification mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users on or in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods or services that meet the certification standards of the applicant. [Foreign Registration-1](#)

[Foreign Registration-2](#)

[Foreign Registration-3](#)

The foreign registration that is the basis of the U.S. application under §44(e) of the Trademark Act (15 U.S.C. §1126(e)) includes a claim of standard characters or the country of origin's standard character equivalent.

ADDITIONAL STATEMENTS

Miscellaneous Statement

Preliminary response. The response submitted February 25, 2014 had an incorrect date for the foreign registration. The foreign registration date is now correct.

SIGNATURE(S)

Declaration Signature

If the applicant is seeking registration under Section 1(b) and/or Section 44 of the Trademark Act, the applicant has had a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. 37 C.F.R. Secs. 2.34(a)(2)(i); 2.34 (a)(3)(i); and 2.34(a)(4)(ii); and/or the applicant has had a bona fide intention to exercise legitimate control over the use of the mark in commerce by its members. 37 C.F. R. Sec. 2.44. If the applicant is seeking registration under Section 1(a) of the Trademark Act, the mark was in use in commerce on or in connection with the goods and/or services listed in the application as of the application filing date or as of the date of any submitted allegation of use. 37 C.F.R. Secs. 2.34(a)(1)(i); and/or the applicant has exercised legitimate control over the use of the mark in commerce by its members. 37 C.F.R. Sec. 2.44. 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 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; that if the original application was submitted unsigned, that all statements in the original application and this submission made of the declaration signer's knowledge are true; and all statements in the original application and this submission made on information and belief are believed to be true.

Signature: /michael t. hess/ Date: 02/26/2014

Signatory's Name: Michael T. Hess

Signatory's Position: Attorney of Record, MN State Bar Member

Signatory's Phone Number: 612-677-9050

Response Signature

Signature: /michael t. hess/ Date: 02/26/2014

Signatory's Name: Michael T. Hess

Signatory's Position: Attorney of Record, MN State Bar Member

Signatory's Phone Number: 612-677-9050

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Serial Number: 86013748

Internet Transmission Date: Wed Feb 26 15:21:24 EST 2014

TEAS Stamp: USPTO/ROA-XX.XX.XX.XXX-20140226152124292

588-86013748-5001e6c35cd732fe87cc176262d

d1be78139ff7b7ca3181995d62f93d2e244e3-N/

A-N/A-20140226150024887707

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