

Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86367912
LAW OFFICE ASSIGNED	LAW OFFICE 106
MARK SECTION	
MARK	http://tsdr.uspto.gov/img/86367912/large
LITERAL ELEMENT	THE WAX CENTER
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.
EVIDENCE SECTION	
EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	evi_701095314-20150508150822123097 . THE WAX CENTER 2e_response.pdf
CONVERTED PDF FILE(S) (8 pages)	\\TICRS\EXPORT16\IMAGEOUT16\863\679\86367912\xml4\ROA0002.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\863\679\86367912\xml4\ROA0003.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\863\679\86367912\xml4\ROA0004.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\863\679\86367912\xml4\ROA0005.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\863\679\86367912\xml4\ROA0006.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\863\679\86367912\xml4\ROA0007.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\863\679\86367912\xml4\ROA0008.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\863\679\86367912\xml4\ROA0009.JPG
NEW ATTORNEY SECTION	
NAME	TOM DUNLAP
FIRM NAME	DUNLAP, BENNET & LUDWIG PLLC
STREET	211 Church street SE
CITY	Leesburg
STATE	Virginia
ZIP/POSTAL CODE	20175
COUNTRY	United States
PHONE	703.777.7319
FAX	703.777.3656
EMAIL	ip@dbllawyers.com

AUTHORIZED EMAIL COMMUNICATION	Yes
CORRESPONDENCE SECTION	
ORIGINAL ADDRESS	ALEXE, CHRISTIAN 4330 48TH ST SUNNYSIDE New York (NY) US 11104-1648
NEW CORRESPONDENCE SECTION	
NAME	TOM DUNLAP
FIRM NAME	DUNLAP, BENNET & LUDWIG PLLC
STREET	211 Church street SE
CITY	Leesburg
STATE	Virginia
ZIP/POSTAL CODE	20175
COUNTRY	United States
PHONE	703.777.7319
FAX	703.777.3656
EMAIL	ip@dbllawyers.com;ip@dbllawyers.com
AUTHORIZED EMAIL COMMUNICATION	Yes
SIGNATURE SECTION	
RESPONSE SIGNATURE	/khardley/
SIGNATORY'S NAME	KEISHA HARDLEY
SIGNATORY'S POSITION	Associate Attorney, Dunlap, Bennett & Ludwig PLLC (MD Bar)
SIGNATORY'S PHONE NUMBER	703.777.7319
DATE SIGNED	05/08/2015
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Fri May 08 15:12:07 EDT 2015
TEAS STAMP	USPTO/ROA-XX.XXX.XX.XX-20 150508151207012645-863679 12-530bf6dd32881e2db3b634 026b3aaaf99a530ae41334c1c e037a0c1ea391dcd5f2-N/A-N /A-20150508150822123097

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **86367912** THE WAX CENTER(Standard Characters, see <http://tsdr.uspto.gov/img/86367912/large>) has been amended as follows:

EVIDENCE

Original PDF file:

[evi_701095314-20150508150822123097_ THE_WAX_CENTER_2e_response.pdf](#)

Converted PDF file(s) (8 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

ATTORNEY ADDRESS

Applicant proposes to amend the following:

Proposed:

TOM DUNLAP of DUNLAP, BENNET & LUDWIG PLLC, having an address of
211 Church street SE Leesburg, Virginia 20175

United States

ip@dbllawyers.com

703.777.7319

703.777.3656

CORRESPONDENCE ADDRESS CHANGE

Applicant proposes to amend the following:

Current:

ALEXE, CHRISTIAN

4330 48TH ST

SUNNYSIDE

New York (NY)

US

11104-1648

Proposed:

TOM DUNLAP of DUNLAP, BENNET & LUDWIG PLLC, having an address of
211 Church street SE Leesburg, Virginia 20175

United States

ip@dbllawyers.com; ip@dbllawyers.com

703.777.7319

703.777.3656

SIGNATURE(S)

Response Signature

Signature: /khardley/ Date: 05/08/2015

Signatory's Name: KEISHA HARDLEY

Signatory's Position: Associate Attorney, Dunlap, Bennett & Ludwig PLLC (MD Bar)

Signatory's Phone Number: 703.777.7319

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

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.

Mailing Address: TOM DUNLAP
DUNLAP, BENNET & LUDWIG PLLC
211 Church street SE
Leesburg, Virginia 20175

Serial Number: 86367912
Internet Transmission Date: Fri May 08 15:12:07 EDT 2015
TEAS Stamp: USPTO/ROA-XX.XXX.XX.XX-20150508151207012
645-86367912-530bf6dd32881e2db3b634026b3
aaaf99a530ae41334c1ce037a0c1ea391dcd5f2-
N/A-N/A-20150508150822123097

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Christian, Alexe
Serial No.: 86367912
Filed: August 15, 2014
Trademark Atty: Pamela Y. Willis
TradeMark: THE WAX CENTER

RESPONSE TO DECEMBER 03, 2014 OFFICE ACTION

This Response is filed in reply to the Office Action e-mailed on October 24, 2014. The Applicant respectfully submits the following response. Applicant submits that the above-identified trademark application for THE WAX CENTER is in condition for allowance to publication.

POTENTIAL SECTION 2(e)(1) REFUSAL – MARK IS MERELY DESCRIPTIVE

Applicant submits a preliminary response to the potential section 2(e)(1) refusal; however, Applicant reserves all rights to provide a detailed and more descriptive response if Examining Attorney Pamela Y. Willis raises a Section 2(e)(1) refusal in a subsequent Office Action.

APPLICANT'S MARK IS AT MOST SUGGESTIVE

Applicant respectfully submits that the mark THE WAX CENTER for airbrush skin tanning, skin tanning, waxing services, eyebrow threading, hair salon services, makeup application services, nail and skin care is at most suggestive and is not merely descriptive of Applicant's goods. It is therefore deserving of registration on the Principal Register.

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.