

Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86375674
LAW OFFICE ASSIGNED	LAW OFFICE 106
MARK SECTION	
MARK	http://tsdr.uspto.gov/img/86375674/large
LITERAL ELEMENT	FACTOR BASED ALPHA
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_701095314-20150617102125911039_.FACTOR_BASED_ALPHA_2e_response.pdf
CONVERTED PDF FILE(S) (8 pages)	\\TICRS\EXPORT16\IMAGEOUT16\863\756\86375674\xml4\ROA0002.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\863\756\86375674\xml4\ROA0003.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\863\756\86375674\xml4\ROA0004.JPG
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NEW ATTORNEY SECTION	
NAME	THOMAS 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
EMAIL	ip@dbllawyers.com
AUTHORIZED EMAIL COMMUNICATION	Yes

CORRESPONDENCE SECTION	
ORIGINAL ADDRESS	DISCIPLINED WEALTH STRATEGIES 14 MANCHESTER DR WRENTHAM Massachusetts (MA) US 02093-2505
NEW CORRESPONDENCE SECTION	
NAME	THOMAS 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
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	06/17/2015
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Wed Jun 17 10:28:48 EDT 2015
TEAS STAMP	USPTO/ROA-XX.XXX.XX.XX-20 150617102848457263-863756 74-530b2ee96e8da8b37b9634 035ebf2b7134d7d60df9f6872 c8a4cf6d36c5dd3995-N/A-N/ A-20150617102125911039

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **86375674** FACTOR BASED ALPHA(Standard Characters, see <http://tsdr.uspto.gov/img/86375674/large>) has been amended as follows:

EVIDENCE

Original PDF file:

[evi_701095314-20150617102125911039_-_FACTOR_BASED_ALPHA_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:

THOMAS 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

CORRESPONDENCE ADDRESS CHANGE

Applicant proposes to amend the following:

Current:

DISCIPLINED WEALTH STRATEGIES
14 MANCHESTER DR
WRENTHAM
Massachusetts (MA)
US
02093-2505

Proposed:

THOMAS 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

SIGNATURE(S)

Response Signature

Signature: /khardley/ Date: 06/17/2015

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 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.

Mailing Address: THOMAS DUNLAP

211 Church Street SE
Leesburg, Virginia 20175

Serial Number: 86375674

Internet Transmission Date: Wed Jun 17 10:28:48 EDT 2015

TEAS Stamp: USPTO/ROA-XX.XXX.XX.XX-20150617102848457

263-86375674-530b2ee96e8da8b37b9634035eb

f2b7134d7d60df9f6872c8a4cf6d36c5dd3995-N

/A-N/A-20150617102125911039

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Disciplined Wealth Strategies
Serial No.: 86375674
Filed: December 17, 2014
Trademark Atty: Martha L. Fromm
TradeMark: FACTOR BASED ALPHA

RESPONSE TO DECEMBER 17, 2014 OFFICE ACTION

This Response is filed in reply to the Office Action e-mailed on December 17, 2014. The Applicant respectfully submits the following response. Applicant submits that the above-identified trademark application for FACTOR BASED ALPHA is in condition for allowance to publication.

ADDITONAL INFORMATION REQUEST

Jensen's Alpha, is a measurable way to determine how much of an investment manager's return is attributable to the skill of the portfolio manager rather than the general market conditions. Alpha can be positive or negative. Positive alpha is the desired result/outcome of the approach used, it is not involved in the investment process or services offered. FACTOR BASED ALPHA analyzes over 300 methods when managing portfolios and attempts to deliver positive alpha in client's investment results. Thus, alpha is a result and not an element in the analysis.

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