

## Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	87784858
LAW OFFICE ASSIGNED	LAW OFFICE 108
<b>MARK SECTION (current)</b>	
MARK FILE NAME	https://tmng-al.uspto.gov/resting2/api/img/87784858/large
LITERAL ELEMENT	THE WHEEL OF LIABILITY AND HOW IT AFFECTS YOUR BUSINESS LIABILITY CAN HARM YOU CONSTRUCTION DEFECT CLAIMS WORKER'S COMP CLAIMS INSURANCE CLAIMS CONCERNS OF SUBS OCCUPANT & COMMUNITY CONCERNS OSHA & EPAREGULATIONS JOINT COMMISSION AUDITS YOU FORENSIC ANALYTICAL WILL PROTECT YOU
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO
COLOR(S) CLAIMED (If applicable)	Color is not claimed as a feature of the mark.
DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of the stylized uppercase words "THE WHEEL OF LIABILITY" centered above the stylized uppercase words "AND HOW IT AFFECTS YOUR BUSINESS" centered above relationship matrix diagram comprised of a stylized central circle is surrounded by seven equally sized are equally spaced circles. The center circle has "YOU" centered within the circle. Each of the seven surrounding circles has a small arrow head that points from the outline of the circle toward the center circle. The top circle has "CONSTRUCTION DEFECT" centered within the circle, the circle to it's right has "WORKER'S COMP CLAIMS" centered within the circle; the next circle has "INSURANCE CLAIMS" centered within the circle; the next circle has "CONCERNS OF SUBS" centered within the circle; the next circle has "OCCUPANT & COMMUNITY CONCERNS" centered within the circle; the next circle has "OSHA & EPA REGULATIONS" centered within the circle; the final circle has "JOINT COMMISSION AUDITS" centered within the circle. To the left of the matrix are the stylized uppercase words "LIABILITY CAN" left aligned over the stylized uppercase words "HARM YOU". To the right of the matrix are the stylized uppercase word "FORENSIC" left aligned over the stylized uppercase word "ANALYTICAL" that is left aligned over the stylized uppercase words "WILL PROTECT YOU".
<b>MARK SECTION (proposed)</b>	
MARK FILE NAME	<a href="#">\\TICRS\EXPORT17\IMAGEOUT 17\877\848\87784858\xml5\ ROA0002.JPG</a>
LITERAL ELEMENT	THE WHEEL OF LIABILITY AND HOW IT AFFECTS YOUR BUSINESS LIABILITY CAN HARM YOU CONSTRUCTION DEFECT CLAIMS WORKER'S COMP CLAIMS INSURANCE CLAIMS CONCERNS OF SUBS OCCUPANT & COMMUNITY CONCERNS OSHA & EPAREGULATIONS JOINT COMMISSION AUDITS YOU FORENSIC ANALYTICAL WILL PROTECT YOU
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO

<b>COLOR MARK</b>	NO
<b>DESCRIPTION OF THE MARK</b> (and Color Location, if applicable)	The mark consists of the stylized uppercase words "THE WHEEL OF LIABILITY" centered above the stylized uppercase words "AND HOW IT AFFECTS YOUR BUSINESS" centered above relationship matrix diagram comprised of a stylized central circle is surrounded by seven equally sized are equally spaced circles. The center circle has "YOU" centered within the circle. Each of the seven surrounding circles has a small arrow head that points from the outline of the circle toward the center circle. The top circle has "CONSTRUCTION DEFECT CLAIMS" centered within the circle, the circle to it's right has "WORKER'S COMP CLAIMS" centered within the circle; the next circle has "INSURANCE CLAIMS" centered within the circle; the next circle has "CONCERNS OF SUBS" centered within the circle; the next circle has "OCCUPANT & COMMUNITY CONCERNS" centered within the circle; the next circle has "OSHA & EPA REGULATIONS" centered within the circle; the final circle has "JOINT COMMISSION AUDITS" centered within the circle. To the left of the matrix are the stylized uppercase words "LIABILITY CAN" left aligned over the stylized uppercase words "HARM YOU". To the right of the matrix are the stylized uppercase word "FORENSIC" left aligned over the stylized uppercase word "ANALYTICAL" that is left aligned over the stylized uppercase words "WILL PROTECT YOU".
<b>PIXEL COUNT ACCEPTABLE</b>	NO
<b>PIXEL COUNT</b>	2200 x 1700
<b>ADDITIONAL STATEMENTS SECTION</b>	
<b>MISCELLANEOUS STATEMENT</b>	Applicant thanks the Examining Attorney for the phone interview held on July 18, 2018. During the interview, the Examining Attorney and Applicant's representative provisionally agreed that in Response to this Office Action, Applicant could submit a higher resolution drawing and mark description and defer addressing the other issues until after the Examining Attorney completed his examination of the applied for mark.
<b>SIGNATURE SECTION</b>	
<b>RESPONSE SIGNATURE</b>	/Susan Meyer/
<b>SIGNATORY'S NAME</b>	Susan Meyer
<b>SIGNATORY'S POSITION</b>	Attorney of record, California bar member
<b>SIGNATORY'S PHONE NUMBER</b>	605-737-0133
<b>DATE SIGNED</b>	07/18/2018
<b>AUTHORIZED SIGNATORY</b>	YES
<b>FILING INFORMATION SECTION</b>	
<b>SUBMIT DATE</b>	Wed Jul 18 23:21:58 EDT 2018
<b>TEAS STAMP</b>	USPTO/ROA-XX.XX.XXX.XXX-2 0180718232158546764-87784 858-610a1c8d536f2a49d666a eb589c4a654681787f1cdfb31 4d3bbb695e9fd61989-N/A-N/ A-20180718170614136906

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PTO Form 1957 (Rev 10/2011)

OMB No. 0651-0050 (Exp 09/20/2020)

## Response to Office Action

### To the Commissioner for Trademarks:

Application serial no. **87784858** THE WHEEL OF LIABILITY AND HOW IT AFFECTS YOUR BUSINESS LIABILITY CAN HARM YOU CONSTRUCTION DEFECT CLAIMS WORKER'S COMP CLAIMS INSURANCE CLAIMS CONCERNS OF SUBS OCCUPANT & COMMUNITY CONCERNS OSHA & EPAREGULATIONS JOINT COMMISSION AUDITS YOU FORENSIC ANALYTICAL WILL PROTECT YOU (Stylized and/or with Design, see <https://tmng-al.uspto.gov/resting2/api/img/87784858/large>) has been amended as follows:

#### MARK

##### Applicant proposes to amend the mark as follows:

**Current:** THE WHEEL OF LIABILITY AND HOW IT AFFECTS YOUR BUSINESS LIABILITY CAN HARM YOU CONSTRUCTION DEFECT CLAIMS WORKER'S COMP CLAIMS INSURANCE CLAIMS CONCERNS OF SUBS OCCUPANT & COMMUNITY CONCERNS OSHA & EPAREGULATIONS JOINT COMMISSION AUDITS YOU FORENSIC ANALYTICAL WILL PROTECT YOU (Stylized and/or with Design, see <https://tmng-al.uspto.gov/resting2/api/img/87784858/large>)

**Proposed:** THE WHEEL OF LIABILITY AND HOW IT AFFECTS YOUR BUSINESS LIABILITY CAN HARM YOU CONSTRUCTION DEFECT CLAIMS WORKER'S COMP CLAIMS INSURANCE CLAIMS CONCERNS OF SUBS OCCUPANT & COMMUNITY CONCERNS OSHA & EPAREGULATIONS JOINT COMMISSION AUDITS YOU FORENSIC ANALYTICAL WILL PROTECT YOU (Stylized and/or with Design, see [mark](#))

The applicant is not claiming color as a feature of the mark.

The mark consists of the stylized uppercase words "THE WHEEL OF LIABILITY" centered above the stylized uppercase words "AND HOW IT AFFECTS YOUR BUSINESS" centered above relationship matrix diagram comprised of a stylized central circle is surrounded by seven equally sized are equally spaced circles. The center circle has "YOU" centered within the circle. Each of the seven surrounding circles has a small arrow head that points from the outline of the circle toward the center circle. The top circle has "CONSTRUCTION DEFECT CLAIMS" centered within the circle, the circle to it's right has "WORKER'S COMP CLAIMS" centered within the circle; the next circle has "INSURANCE CLAIMS" centered within the circle; the next circle has "CONCERNS OF SUBS" centered within the circle; the next circle has "OCCUPANT & COMMUNITY CONCERNS" centered within the circle; the next circle has "OSHA & EPA REGULATIONS" centered within the circle; the final circle has "JOINT COMMISSION AUDITS" centered within the circle. To the left of the matrix are the stylized uppercase words "LIABILITY CAN" left aligned over the stylized uppercase words "HARM YOU". To the right of the matrix are the stylized uppercase word "FORENSIC" left aligned over the stylized uppercase word "ANALYTICAL" that is left aligned over the stylized uppercase words "WILL PROTECT YOU".

#### ADDITIONAL STATEMENTS

##### Miscellaneous Statement

Applicant thanks the Examining Attorney for the phone interview held on July 18, 2018. During the interview, the Examining Attorney and Applicant's representative provisionally agreed that in Response to this Office Action, Applicant could submit a higher resolution drawing and mark description and defer addressing the other issues until after the Examining Attorney completed his examination of the applied for mark.

#### SIGNATURE(S)

##### Response Signature

Signature: /Susan Meyer/ Date: 07/18/2018

Signatory's Name: Susan Meyer

Signatory's Position: Attorney of record, California bar member

Signatory's Phone Number: 605-737-0133

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 owner's/holder'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 owner/holder in this matter: (1) the owner/holder 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 owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder'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: 87784858

Internet Transmission Date: Wed Jul 18 23:21:58 EDT 2018

TEAS Stamp: USPTO/ROA-XX.XX.XXX.XXX-2018071823215854

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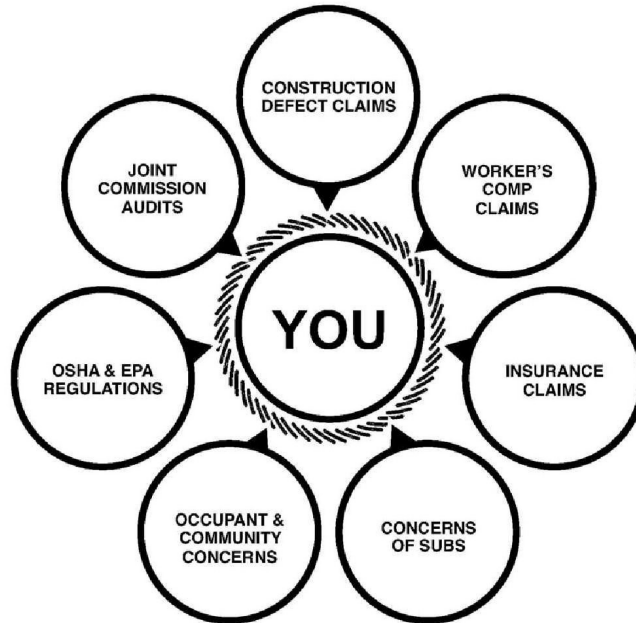
/A-N/A-20180718170614136906



# THE **WHEEL OF LIABILITY**

AND HOW IT AFFECTS YOUR BUSINESS

LIABILITY CAN  
HARM YOU



**FORENSIC  
ANALYTICAL**  
WILL PROTECT YOU