

To: Leger, Broch (pphatco@yahoo.com)
Subject: U.S. TRADEMARK APPLICATION NO. 88066308 - PPHATCO - N/A
Sent: 11/29/2018 6:18:50 PM
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**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

**U.S. APPLICATION
SERIAL NO.** 88066308

MARK: PPHATCO

88066308

**CORRESPONDENT
ADDRESS:**
LEGER, BROCH
249 WILLIE
YOUNG RD.
EUNICE, LA 70535

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APPLICANT: Leger,
Broch

**CORRESPONDENT'S
REFERENCE/DOCKET
NO:**

N/A

**CORRESPONDENT E-
MAIL ADDRESS:**
pphatco@yahoo.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW. A RESPONSE TRANSMITTED THROUGH THE TRADEMARK ELECTRONIC APPLICATION SYSTEM (TEAS) MUST BE RECEIVED BEFORE MIDNIGHT **EASTERN TIME** OF THE LAST DAY OF THE RESPONSE PERIOD.

ISSUE/MAILING DATE: 11/29/2018

TEAS PLUS OR TEAS REDUCED FEE (TEAS RF) APPLICANTS – TO MAINTAIN LOWER FEE, ADDITIONAL REQUIREMENTS MUST BE MET, INCLUDING SUBMITTING DOCUMENTS ONLINE: Applicants who filed their application online

actions (see TMEP §§819.02(b), 820.02(b) for a complete list of these documents); (2) maintain a valid e-mail correspondence address; and (3) agree to receive correspondence from the USPTO by e-mail throughout the prosecution of the application. See 37 C.F.R. §§2.22(b), 2.23(b); TMEP §§819, 820. TEAS Plus or TEAS RF applicants who do not meet these requirements must submit an additional processing fee of \$125 per class of goods and/or services. 37 C.F.R. §§2.6(a)(1)(v), 2.22(c), 2.23(c); TMEP §§819.04, 820.04. However, in certain situations, TEAS Plus or TEAS RF applicants may respond to an Office action by authorizing an examiner's amendment by telephone or e-mail without incurring this additional fee.

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Search Results

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; see 15 U.S.C. §1052(d).

SUMMARY OF ISSUES:

- Section 2(b) Refusal – Mark Contains Simulation of the Flag of the United States
- Identification of Goods Indefinite

Section 2(b) Refusal – Mark Contains Simulation of the Flag of the United States

Registration is refused because the applied-for mark includes a simulation of the flag of the United States. Trademark Act Section 2(b), 15 U.S.C. §1052(b); see TMEP §1204. Trademark Act Section 2(b) bars registration of marks that include simulations of the flag, coat of arms, or other insignia of the United States, any state or municipality of the United States, or any foreign nation. TMEP §§1204, 1204.01(a).

A simulation refers to “something that gives the appearance or effect or has the characteristics of an original item.” *In re Family Emergency Room LLC*, 121 USPQ2d 1886, 1887 (TTAB 2017) (quoting *In re Advance Indus. Sec., Inc.*, 194 USPQ 344, 346 (TTAB 1977)); TMEP §1204. Whether the relevant matter in the mark is a simulation is determined by a visual comparison of the mark and the actual flag, coat of arms, or other insignia in question. See *In re Family Emergency Room LLC*, 121 USPQ2d at 1887 (citing *In re Advance Indus. Sec., Inc.*, 194 USPQ at 346); TMEP §1204.

When comparing the mark and the actual flag, coat of arms, or other insignia, the focus is on the relevant purchasers' general recollection of the flag, coat of arms, or other insignia, “without a careful analysis and side-by-side comparison.” *In re Family Emergency Room LLC*, 121 USPQ2d at 1888 (quoting *In re Advance Indus. Sec., Inc.*, 194 USPQ at 346). The public should be considered to retain only a general or overall, rather than specific, recollection of the various elements or characteristics of design marks. See *In re Advance Indus. Sec., Inc.*, 194 USPQ at 346.

The following factors are considered when determining whether a design in a mark would be perceived as a flag, coat of arms, or other insignia of the United States, any state or municipality of the United States, or any foreign nation:

- (1) The colors, if any, that appear in the design;
- (2) The presentation of the mark, such as any stylization of the design and its relationship to other elements in the mark;
- (3) The presence of any words or other designs on the drawing; and
- (4) The use of the mark on the specimen(s), if one is provided, or in the record.

TMEP §1204.01(a) (citing *In re Family Emergency Room LLC*, 121 USPQ2d at 1888).

The attached evidence from <https://www.britannica.com/topic/flag-of-the-United-States-of-America> shows an actual flag from the United States. The applied-for mark includes the following matter: a flag of the United States.

The public would perceive the design in the mark as the flag of the United States because the flag clearly appears prominently in the drawing and applicant refers to flag as the “American flag” in the mark description.

Therefore, registration is refused because the applied-for mark includes a simulation of the flag of the United States. Trademark Act Section 2(b)

Trademark Act Section 2(b) is an absolute bar to registration on the Principal and Supplemental Registers. Trademark Act Sections 2(b) and 23(a), (c), 15 U.S.C. §§1052(b), 1091(a), (c); *see* TMEP §§1204, 1204.04(a).

Identification of Goods Indefinite

The identification of goods is indefinite and must be clarified for the reasons set forth below. *See* 37 C.F.R. §2.32(a)(6); TMEP §1402.01.

The wording “clothing” is unacceptable as indefinite. Applicant must specify the articles of clothing (e.g. clothing, namely, _____ {specify clothing, e.g. shirts, pants, etc.}).

Suggested Identifications

Applicant’s goods and/or services may be clarified or limited, but may not be expanded beyond those originally itemized in the application or as acceptably amended. *See* 37 C.F.R. §2.71(a); TMEP §1402.06. Applicant may clarify or limit the identification by inserting qualifying language or deleting items to result in a more specific identification; however, applicant may not substitute different goods and/or services or add goods and/or services not found or encompassed by those in the original application or as acceptably amended. *See* TMEP §1402.06(a)-(b). The scope of the goods and/or services sets the outer limit for any changes to the identification and is generally determined by the ordinary meaning of the wording in the identification. TMEP §§1402.06(b), 1402.07(a)-(b). Any acceptable changes to the goods and/or services will further limit scope, and once goods and/or services are deleted, they are not permitted to be reinserted. TMEP §1402.07(e).

For assistance with identifying and classifying goods and services in trademark applications, please see the USPTO’s online searchable [U.S. Acceptable Identification of Goods and Services Manual](#). *See* TMEP §1402.04.

Applicant may adopt the following identification, if acceptable:

Class 25

Clothing, namely, _____ {specify clothing, e.g. shirts, pants}, headwear

Assistance

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney.

/Daniel Stringer/
Trademark Examining Attorney
Law Office 103
571.272.8975
daniel.stringer@uspto.gov

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All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at <http://tsdr.uspto.gov/>. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

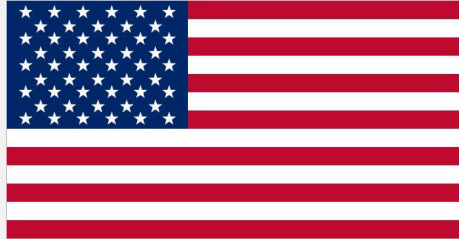
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Flag of the United States of America

WRITTEN BY: Marc Leepson, Whitney Smith
[See Article History](#)

Alternative Titles: Old Glory, Star-Spangled Banner, Stars and Stripes



national flag consisting of white stars (50 since July 4, 1960) on a blue canton with a field of 13 alternating stripes, 7 red and 6 white. The 50 stars stand for the 50 states of the union, and the 13 stripes stand for



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