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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Application Serial No.	76710584
Applicant	Essilor of America, Inc.

## Notice of Appeal

Notice is hereby given that Essilor of America, Inc. appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 76710584.

Applicant has filed a request for reconsideration of the refusal to register, and requests suspension of the appeal pending consideration of the request by the Examining Attorney.

The refusal to register has been appealed as to the following classes of goods/services:

- Class 035.  
All goods and services in the class are appealed, namely: Conducting employee incentive award programs directed to eye care practitioners to promote on the job quality and productivity; providing innovative business building tools that are used to take better care of your patients and your practice, including automate appointment scheduling and confirmation using email and text messaging, enhancing on-line reputation with certified reviews, connecting with patients through target and customized promotions, newsletters, tracking results and revenue from all communications and on-line marketing efforts to provide real-time visibility into the success of the practice
- Class 041.  
All goods and services in the class are appealed, namely: Team employment training services in the field of eye care

Respectfully submitted,  
/Kay Lyn Schwartz/  
07/02/2013

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