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Sent: 10/27/2011 5:05:02 PM

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Subject: U.S. TRADEMARK APPLICATION NO. 77314422 - CONSTRUCTION PLUS - N/A - SU - Request for Reconsideration Denied - Return to TTAB - Message 3 of 0

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Files: plussign-2.jpg, plussign-3.jpg, plus-1.jpg, plus-2.jpg, plus-3.jpg, plus2-1.jpg, plus2-2.jpg, plus2-3.jpg



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## plus

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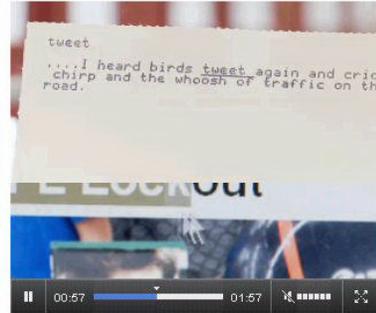
- 1) plus (adjective)
- 2) plus (noun)
- 3) plus (preposition)

plus *adj* \ˈplʌs\

Definition of PLUS

- 1 : algebraically positive
- 2 : having, receiving, or being in addition to what is anticipated
- 3 : a : falling high in a specified range <a grade of C plus>  
b : greater than that specified  
c : possessing a specified quality to a high degree
- 4 : electrically positive
- 5 : relating to or being a particular one of the two mating types that are required for successful fertilization in sexual reproduction in some lower plantlike organisms (as a fungus)

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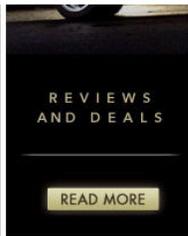


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Origin of PLUS

Latin, adverb, more, from neuter of *plus*, *plus*, adjective; akin to Greek *pleion* more, Latin *plenus* full — more at FULL First Known Use: 1579

Rhymes with PLUS

bus, buss, crus, cuss, fuss, muss, pus, Russ, suss, thus, truss, us

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plus

# plus

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- 1) plus (adjective)
- 2) plus (noun)
- 3) plus (preposition)

**plus** *noun*

plural **plus-es** also **plus-ses**

Definition of PLUS

- 1 : PLUS SIGN
- 2 : an added quantity
- 3 : a positive factor or quality
- 4 : SURPLUS

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Examples of PLUS

- The apartment isn't perfect, but the fact that it has new

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appliances is a *plus*.

- The job doesn't pay well, but the convenient hours are a definite *plus*.

First Known Use of PLUS

1654

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**Synonyms:** accretion, accrual, addendum, addition, augmentation, boost, expansion, gain, increment, more, increase, proliferation, raise, rise, step-up, supplement, uptick

**Antonyms:** abatement, decline, decrease, decrement, depletion, diminishment, diminution, drop-off, fall, falloff, lessening, loss, lowering, reduction, shrinkage, step-down

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