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

Application Serial No.	77319089
Applicant	THE RETAIL EQUATION, INC.

Notice of Appeal

Notice is hereby given that THE RETAIL EQUATION, INC. appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 77319089.

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 class of goods/services:

- Class 035.

All goods and services in the class are appealed, namely: PROVIDING AN ELECTRONIC COMPUTER DATABASE TO ENCOURAGE CUSTOMERS TO MAKE ADDITIONAL PURCHASES AT THE POINT OF TRANSACTION

Respectfully submitted,
/Stacey R. Halpern/
03/03/2009

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