PTO Form 1930 (Rev 9/2007)
OMB No. 0651-0050 (Exp. 05/31/2014)

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77684321
LAW OFFICE ASSIGNED	LAW OFFICE 103
MARK SECTION (no change)	
ARGUMENT(S)	
PLEASE SEE THE ACTUAL ARGUMENT TEXT ATTACHED WITHIN THE EVIDENCE SECTION.	
EVIDENCE SECTION	
EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	evi_20618188172-174024720_._77684321_REVISEDRESPONSEtoFINALOA_Document.pdf
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DESCRIPTION OF EVIDENCE FILE	scanned version of executed Response to Final Action with Exhibit A and B
SIGNATURE SECTION	
RESPONSE SIGNATURE	/Melissa S. Dillenbeck/
SIGNATORY'S NAME	Melissa S. Dillenbeck
SIGNATORY'S POSITION	Associate Attorney
SIGNATORY'S PHONE NUMBER	312 569 1459
DATE SIGNED	04/21/2014
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	YES
FILING INFORMATION SECTION	

SUBMIT DATE	Mon Apr 21 18:08:31 EDT 2014
TEAS STAMP	USPTO/RFR-206.18.188.172-20140421180831976140-77684321-50052a54ccb5dfc3949a85d32ed090aa55ad8a7c338ddd0a882b9598dcfa7cde1-N/A-N/A-20140421174024720923

PTO Form 1930 (Rev 9/2007)
OMB No. 0651-0050 (Exp. 05/31/2014)

Request for Reconsideration after Final Action

To the Commissioner for Trademarks:

Application serial no. **77684321** has been amended as follows:

ARGUMENT(S)
In response to the substantive refusal(s), please note the following:

PLEASE SEE THE ACTUAL ARGUMENT TEXT ATTACHED WITHIN THE EVIDENCE SECTION.

EVIDENCE
Evidence in the nature of scanned version of executed Response to Final Action with Exhibit A and B has been attached.
Original PDF file:
evi_20618188172-174024720_._77684321_REVISEDRESPONSEtoFINALOA_Document.pdf
Converted PDF file(s) (10 pages)
Evidence-1
Evidence-2
Evidence-3
Evidence-4
Evidence-5
Evidence-6
Evidence-7
Evidence-8
Evidence-9
Evidence-10
Original PDF file:
evi_20618188172-174024720_._77684321_EXHIBITA_Document__3_.pdf
Converted PDF file(s) (10 pages)

Evidence-1
Evidence-2
Evidence-3
Evidence-4
Evidence-5
Evidence-6
Evidence-7
Evidence-8
Evidence-9
Evidence-10
Original PDF file:
evi_20618188172-174024720_._77684321_EXHIBITB_Document.pdf
Converted PDF file(s) (5 pages)
Evidence-1
Evidence-2
Evidence-3
Evidence-4
Evidence-5

SIGNATURE(S)
Request for Reconsideration Signature
Signature: /Melissa S. Dillenbeck/ Date: 04/21/2014
Signatory's Name: Melissa S. Dillenbeck
Signatory's Position: Associate Attorney

Signatory's Phone Number: 312 569 1459

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 applicant'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 applicant in this matter: (1) the applicant 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 applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant'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.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 77684321
Internet Transmission Date: Mon Apr 21 18:08:31 EDT 2014
TEAS Stamp: USPTO/RFR-206.18.188.172-201404211808319
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-N/A-N/A-20140421174024720923

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK:	**BEST FOR BABY**
APPLICANT:	**Johnson & Johnson**
SERIAL NO.:	**77/684321**
EXAMINING ATTORNEY:	**Gina Hayes, Law Office 103**

Response to Final Action

In an Office Action dated October 21, 2013, the Examining Attorney rejected Applicant's specimen filed with its September 21, 2012 Statement of Use on grounds that it "does not show the applied-for mark in use in commerce." In support of the refusal, the Examining Attorney states that the specimen "fails to show the proposed mark on the actual goods or packaging, or displays associated with the actual goods at their point of sale." Applicant disagrees with the Examining Attorney's contentions and states that a coupon is an acceptable display associated with the goods, sufficient to show use in commerce.

Applicant submitted a point-of-sale coupon as a specimen for the BEST FOR BABY mark for "Toiletries, namely, baby bath skin cleansers and washes, and baby lotion" in Class 3. This coupon by its visible terms can only be used at the point-of-sale, and indeed is actually dispensed to the consumer at the point-of-sale itself. It was designed to catch the attention of purchasers and prospective purchasers; that much is self-evident. But more critically (and perhaps more than any other kind of specimen imaginable) a coupon is designed to act as a direct inducement to make a sale. That is, in fact, the only point of a coupon; it serves no other purpose. Thus, a point-of-sale coupon is exactly the type of specimen that should be accepted as evidence of use.

Contrary to the explicit requirements of the T.M.E.P. and the Lanham Act, the Examining

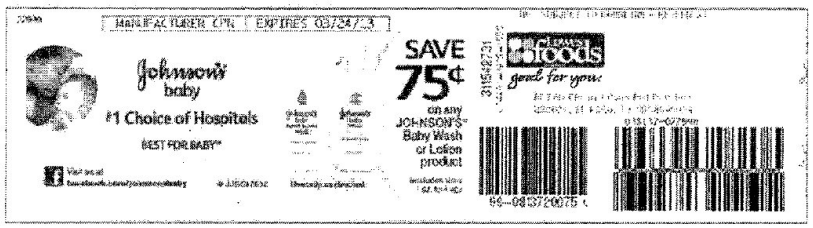
Attorney rejected the specimen and argued:

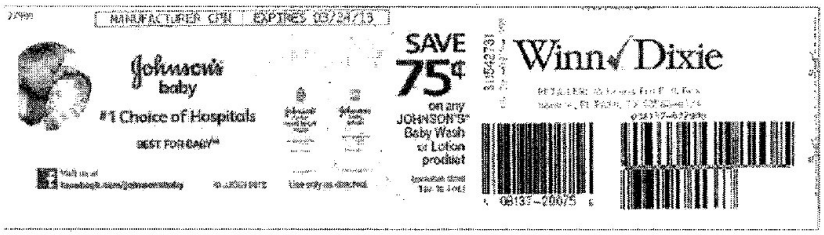
> ... [T] he coupons are not displays associated with the goods, because they are not associated with the goods at their point of sale. Instead, the coupons may be given to a customer at the end of the customer's purchasing experience along with the receipt for the goods purchased. In that case, the customer may then redeem the coupon for a discount on the specific goods shown on the coupon at their next purchase. Or, the coupons may be brought to the store by the customer. *However the customer receives the coupon, it is not from a display associated with the goods at the point of sale.* The evidence is the coupon alone with a picture of the goods and the proposed mark in close relation to the picture of the goods on the coupon. (Emphasis added).

This rejection is incorrect as a matter of law and policy, and fails to recognize the way that consumers use coupons in retail environments. It is well settled that the acceptability of specimens of use must be considered in the context of the marketplace. *See, e.g. In re Dell,* 71 U.S.P.Q.2d 1725, 1727 (T.T.A.B. 2004). No such consideration took place.

A point-of-sale coupon clearly meets each of the relevant criteria to be considered a display associated with the goods under the Lanham Act. Applicant's specimen is as much a piece of point-of-sale material as a banner, shelf-talker, window display, catalog, trade show booth, or menu -- each of which have been found to be acceptable specimens for goods. *See* T.M.E.P. 904.03(g). The Examining Attorney should withdraw the instant refusal on grounds that Applicant's original specimen is an acceptable display associated with the goods and pass the application to registration.

Applicant's point-of-sale coupon prominently bears the mark BEST FOR BABY. Directly below is an image of the specimen at issue which has been inserted for convenience.





Applicant's point-of-sale coupon is associated directly with the goods offered for sale. The specimens at issue are coupons available at the store itself, generated and provided to the customer at the cash register. Any argument that the specimen coupons are not available at the point-of-sale is negated by the very fact that the coupons are actually provided to the consumer in the very store in which they can be redeemed – *at the point-of-sale*. Contrary to the Examining Attorney's arguments, one could just as feasibly receive the coupon after purchase and immediately step back into the store and purchase the product discounted by the coupon. And the coupon is designed to be used as part of the purchasing process itself – it is the instrument through which a purchase is induced. It is difficult to imagine a more direct connection to the purchasing process than a point-of-sale coupon.

In fact, the specimens associated with the goods do not need to even be physically proximate to the goods themselves at the point of sale. The PTO's reviewing court of appeals has specifically rejected the assertion that the display of the mark must be in physical proximity to the goods to be associated with such goods. *In re Marriott Corp.*, 173 U.S.P.Q. 799, 800 (C.C.P.A. 1972). Rather, "'association with the goods' is a relative term amenable to proof," *id.*,

and an acceptable display appears at the point of sale where the consumer consummates the purchasing decision. The coupon's lack of physical proximity to Applicant's goods at the retailer is immaterial, since the coupon must be paired with the goods and surrendered at the time of checkout – the point of sale where the consumer purchases the item.

Specimens with a far more distant nexus to the purchasing process than a point-of-sale coupon have been found to be acceptable displays. It is beyond question that Applicant's point-of-sale coupon is at least as much a "display associated with the goods" as a catalog, a trade show booth, or an infomercial, each of which have been deemed acceptable specimens for goods. For instance, the Board in *Dell* states that an Examining Attorney should accept any "catalog or similar specimen as a display associated with the goods, provided: (1) it includes a picture of the relevant goods; (2) it shows the mark sufficiently near the picture of the goods to associate the mark with the goods; and (3) it includes the information necessary to order the goods ...." 71 U.S.P.Q.2d at 1727; *see also Lands' End, Inc. v. Manback,* 24 U.S.P.Q2d 1314 (E.D.Va. 1992) (catalog containing mark, picture of the goods, and corresponding description constitutes proper display associated with goods). The coupon submitted by Applicant meets each of these requirements: It includes an image of the relevant goods, it shows the mark BEST FOR BABY near the image of the goods, and specifically lists the retailer where the items can be purchased, as well as the amount of the discount available at the time of purchase.

This reasoning also follows the Board's decision in *In re Shipley Co.*, 230 U.S.P.Q. 691 (T.T.A.B. 1986), where a specimen showing a mark at a trade show booth was deemed to be an acceptable "display associated with the goods" because the trade show booth was a sales counter for applicant's products, even though the chemicals being sold were not physically present at the booth. The Board allowed the specimen, finding that the mark was used at the point-of-sale –

the location where the goods could be ordered or purchased, even though the goods identified by the mark were not physically present. *Id.* Just as in *Shipley*, Applicant's point-of-sale coupon specimen shows the mark being used *at the point of sale*, since the coupon is printed at the retailer where the product could be ordered or purchased, and can only be used at the point of sale.

Not only did the Board find that a trade show display was acceptable as a display associated with the goods, it also held that *an infomercial* that created an association between the mark and the goods was a proper specimen for goods in *In re Hydron,* 51 U.S.P.Q.2d 1531 (T.T.A.B. 1999). In *Hydron*, the Board found the infomercial to be "a basis upon which a customer can identify the products he or she wants to purchase, make the decision to purchase them, and place the order." *Id. at* 1534. Applicant's point-of-sale coupon clearly meets these same specifications. First, the customer can identify the products he or she wants to purchase through viewing the image of the goods shown on the coupon. The consumer can make the decision to purchase those goods, and then pull the item from the retailer's shelf and purchase the goods.

In addition, Applicant's coupon specimen is at least as much a display associated with the goods as a window display or shelf-talker, other items previously acknowledged as acceptable point-of-sale displays for goods. *See, e.g., Roux Laboratories, Inc. v. Clairol Incorporated*, 427 F.2d 823, 830 (C.C.P.A. 1970) (Clairol's use of HAIR COLOR SO NATURAL ONLY HER HAIRDRESSER KNOWS FOR SURE on window and counter displays at salons found to be acceptable displays associated with goods). If a consumer can see a counter display or shelf-talker at a retailer, consider a purchase, and take the item to the cashier to purchase the goods, a consumer can certainly obtain a coupon at a retailer, consider a purchase, and then go to the store

to purchase the goods *with the coupon itself.*

The applicable logic is even visible in the instances where a specimen is inadequate. Unlike the catalogs recently rejected in *In re U.S. Tsubaki, Inc.*, 109 USPQ2d 2002 (TTAB 2014), for example, the point-of-sale coupons submitted by Applicant require no other information in order to effectuate and incentivize the sale – the coupons are dispensed in the very place they will be used as part of the sale itself. The Board in that proceeding took judicial notice of the definition of "Advertising" and concluded that a point-of display specimen must be "calculated to consummate a sale." Id. at 16 (*quoting In re Bright of America, Inc.*, 205 USPQ 63, 71 (TTAB 1979)). Unlike the minimalist catalog in *Tsubaki*, the entire point of a coupon is to consummate a sale, at the point of sale; no other information is required.

The Examining Attorney cryptically states that the coupon is not point-of-sale material because it does not provide the means for purchasing the goods. (Office Action, p. 2). Specifically, the Examining Attorney argues:

> The coupons do not include information necessary to purchase the goods, *e.g.*, the price of the goods. They state "Save 75 cents on any Johnson's Baby Wash or Lotion product," which indicates that the coupon is available for use on a number of Johnson's products, not one particular product. The coupon gives the customer a 75 cent discount off the price of the selected item. The coupons are a discount voucher, not an invitation to order/purchase. The TTAB has required that there be an offer to accept orders or instruction on how to place an order for *Lands' End* to be satisfied. *In re MediaShare Corp.*, 43 USPQ2d 1304 (TTAB 1997) (fact sheet brochures held not to qualify as a catalog under *Lands' End*, where the specimen included no information as to how to order the goods). In this case, applicant fails to meet the third prong of the *Lands' End* test.

In fact, Applicant's coupon specimen provides the means for purchasing the goods from the information on the coupon. It does so by specifically stating the store location where the goods are for sale and where the coupon can be redeemed, the goods which are available for discount, and the amount of the discount. There is no requirement that information necessary to

purchase the goods requires a statement of the price of the goods. In the TMEP Section 904.03(h) regarding catalogs, the language states that "the inclusion of a phone number, Internet address, and/or mailing address merely as part of corporate contact information on an advertisement describing the product is not in itself sufficient to meet the criteria for a display associated with the goods. There must be an offer to accept orders or instructions on *how to place an order*. ..." (emphasis added). That section further states:

It is not necessary that the specimen list the price of the goods.

See id (emphasis added). Just as a banner or shelf-talker encourages a customer to make a purchase and provides information for the consumer to do so, Applicant's coupon offers potential consumers everything they need to know to make a purchasing decision and motivates them to purchase Applicant's goods.

Furthermore, in every situation where a display associated with the goods was found acceptable, the consumer, who then has the means to purchase the goods, must still take the additional step of actually making the purchase. For instance, the *Lands End* court explained that in the catalog as a display, "a customer can...make a decision to purchase by filling out the sales form and sending it in or calling in a purchase by phone." 24 U.S.P.Q.2d at 1316. If a catalog has a phone number or website address, the consumer still has to make the phone call or visit the website to purchase the item. Similarly, if a consumer watches an infomercial, the consumer still has to call or visit the website to buy the product. In the exact same way, a coupon lists the retailer where the consumer can purchase the item, which becomes the means for purchasing the goods. The consumer then can take the next step, and go to the retailer to make the purchase. As such, the coupon does provide the means for ordering or purchasing the goods.

It is well settled that the acceptability of specimens of use must be considered in the

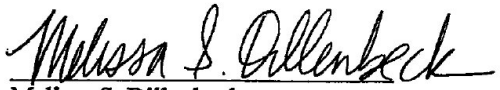
context of the marketplace. *See, e.g. In re Dell,* 71 U.S.P.Q.2d 1725, 1727 (T.T.A.B. 2004). The Examining Attorney must take into account the coupon's prominent role in the retail marketplace. Since the first coupon was distributed by Coca-Cola in 1887[i] – for one free glass of Coke – what coupons are, how they are received and used by consumers, and their very intrinsic value has adapted to the marketplace. The advent of the Internet has brought about significant change in all aspects of couponing. In the late 2000s, companies like Groupon and LivingSocial formed to offer coupons to restaurants and new business. In 2010, Target became the first company to put mobile coupons on customers' cellphones,[ii] and almost all companies now offer some form of digital couponing that can be used online or in stores. In 2013, more than half of U.S. adult internet users – around 102.5 million people – redeemed a digital coupon via any device for either online or offline shopping.[iii]

As one of the preeminent authorities on trademark law has noted, "over time, the category of unacceptable use in "mere advertising" shrunk and the category of acceptable uses expanded." J. Thomas McCarthy, 2 McCarthy on Trademarks and Unfair Competition § 16:30 (4th Ed.). Thus, while the specimens at issue should have been accepted under any current understanding of a coupon, the notion that coupons are not active parts of the purchasing process also fails to take into account changes in how coupons have been used and experienced in recent years, as described above. Point-of-sale coupons can be (as in the case at hand) dispensed at the retail location itself, at the register, in response to a purchase. They can also be purely digital, using geo-location and geo-targeting technology to recognize when a customer is in or near a store and serving them a relevant coupon to use at that very moment. Consumers can even look up coupons on their smartphones – while in a store – and use them to purchase products immediately. The notion that coupons are "mere advertising" is belied by our own daily

experience with the retail marketplace. Applicant urges the Examining Attorney to recognize this evolution in the marketplace and deem the specimen acceptable.

As such, for the foregoing reasons, Applicant respectfully requests that the Examining Attorney withdraw the refusal on grounds that Applicant's original specimen is an acceptable display associated with the goods and pass the application to registration.

Respectfully submitted,



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Associate Attorneys for Applicant
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(312) 569-1000

Date: April 21, 2014

[i] Chatzky, Jean, *A History of Coupons: Everything You Ever Wanted to Know, in Honor of Coupon Month*, The Real Deal (Sept. 2, 2013) *available at* http://www.retailmenot.com/blog/sc-history-of-coupons.html (last visited April 18, 2014) (attached as Exhibit A).

[ii] Baig, Edward C., *Target puts mobile coupons on customers' cellphones*, USA Today (March 11, 2013) *available at* http://usatoday30.usatoday.com/money/industries/retail/2010-03-09-targetcoupons09_ST_N.htm (last visited April 18, 2014).

[iii] *Majority of US Internet Users Will Redeem Digital Coupons in 2013*, eMarketer (Oct. 21, 2013) *available at* http://www.emarketer.com/Article/Majority-of-US-Internet-Users-Will-Redeem-Digital-Coupons-2013/1010313 (last visited Apr. 18, 2014) (Attached as Exhibit B).

EXHIBIT A

Back to RetailMeNot

- Sign up
- Log in

Log in

Sign up

Already have an account? Log in Don't have an account? Sign Up
Log inSign up with Facebook

Or log in with your RetailMeNot account

Or create a RetailMeNot account

Email

This is not a valid email address.

You must enter an email address.

This email is available!

An account has already been created with this email.

Try another email or Log in

We don't recognize this email address.

To create an account: Sign up

We've updated our log in process.

Please Verify your account

We've updated our log in process.

Please verify your account

PasswordForgot my password

You must choose a password

Please enter a password

This is not a valid password. Please choose a password that is at least 6 characters.

Please choose a password that is at least 6 characters.

The password you entered is incorrect. Please try again.

EXHIBIT B

Confirm Password

Passwords don't match.

You must confirm your password.

Log in Create an account

By signing up, I agree to RetailMeNot's privacy policy and terms of use

Need Help

The Real Deal by RetailMeNot

- How RetailMeNot Works
- Savvy Shopping
- About Us

All Categories Search Blog

All Categories

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Savvy Shopping > A History of Coupons

Savvy Shopping

A History of Coupons Everything you ever wanted to know, in honor of National Coupon Month

by Jean ChatzkySeptember 2, 2013

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Who among us doesn't love a good coupon? Fans range from A-lister Kristen Bell, who may or may not have stolen Bed Bath & Beyond coupons from her neighbor in the dark of the night, to fictional friends like *Modern Family*'s Manny, who got so distracted by couponing that he forgot his dog-sitting duties. Even *2 Broke Girls*' once-rich Caroline admitted that coupons are genius.

Bell and the fictional Manny and Caroline are a part of the 92 percent of Americans who shop with coupons, and for good reason: According to the 2013 Mid-Year Coupon Report from NCH Marketing Services, shoppers using coupons have saved a whopping $1.8 billion in the first half of this year alone.

While you might use coupons every day—and be very familiar with exactly how much you can save using them—you might not be as familiar with how coupons came to be such an integral part of the shopping experience. Since September is National Coupon Month, we decided to trace the history of the coupon. Here are the highlights:

Coca-Cola releases the first coupon ever in 1887

1887: Coca-Cola distributes what is widely agreed to be the very first coupon, for one free glass of Coke. "John Pemberton invented Coca-Cola and is the person that got pharmacies to put it in their stores in Atlanta," said Charlie Brown, vice president of marketing at NCH. As the business began to grow, the company introduced coupons to help it along. Coca-Cola would "offer pharmacists two gallons of Coke syrup in return for the names and addresses of consumers who lived near that pharmacy, and they'd direct mail the coupon to the consumer. It was a classic new strategy. Consumers would get this thing in the mail for a free glass and of course try it," said Brown. "And the pharmacist would keep buying the syrup."

1909: Post distributes what is believed to be the second coupon ever, for a penny off its Grape-Nuts cereal.

Vintage coupon from 1951**1957:** The Nielsen Coupon Clearing House is created, becoming the first company devoted entirely to coupon redemption. (Today, that company is a part of NCH Marketing Services.) By serving as a middleman between the manufacturers and the retailers, the NCCH helped manage the coupon redemption process and invent technology (like coupon redemption software) that has made it easier for manufacturers and retailers to produce and distribute coupons.

1968: Valpak, that little blue envelope with coupons for services in your neighborhood, is invented by Terry Loebel, from his own garage.

1972: George F. Valassis introduces the first Co-Op Free-Standing Insert for coupons in August 1972. According to NCH's Brown, the original concept was called flagwavers, since "the coupons were separated along the side and waved freely like flags." Today, most people still get the bulk of their grocery coupons from a version of this: the Sunday circular.

1997: In September 1997, the U.S. celebrates its first ever National Coupon Month. Brown, who was involved in the creation of the holiday, says that the intent was to bring awareness to consumers about the value of using coupons. Choosing the month of September, he says, was somewhat haphazard. "There isn't anything special about September except it's a good time to say, 'Okay, kids are going back to school, and I have to save for the holidays,'" he said.

2006: RetailMeNot.com, now the most widely used coupon site in the United States, is founded. (We couldn't resist a little shameless site promotion!)

RetailMeNot Coupons mobile app**2010:** Target becomes the first national chain to put mobile coupons on customers' cell phones. That same year, on December 26, *Extreme Couponing* premieres on TLC. A nationwide frenzy ensues, and Joanie Demer and Heather Wheeler see a huge surge in traffic to their site Krazy Coupon Lady over the next few years. However, Demer and Wheeler caution budding couponers that the *Extreme* way of couponing—spending hours and hours clipping coupons and stockpiling goods that you might not even need—is not the best way to do it. "Half a percent of all couponers shop the way you see on TV," Demer said. Demer and Wheeler recommend spending 20 to 30 minutes couponing per week in order to save 60 to 70 percent off your grocery bill.

2012: The 125th anniversary of coupons. In November, RetailMeNot launches geo-fencing technology on its mobile app.

2013: Coupon usage is ubiquitous. According to RetailMeNot's own data, 92 percent of Americans shop with coupons. And it's not just the ones in the Sunday circular that are popular: 29% of American use online coupons (up from 16% three years ago) and 10% use mobile coupons (up from 4% three years ago). Something tells us that that number is just going to keep on growing.

— *With Maggie McGrath*

Jean Chatzky is a leading personal finance expert, award-winning journalist and best-selling author. She is also the financial expert for NBC's *Today* show.

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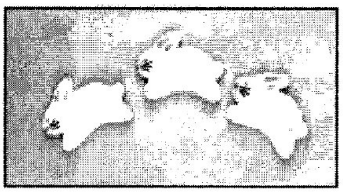

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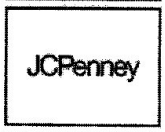
- 

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Majority of US Internet Users Will Redeem Digital Coupons in 2013

OCT 21, 2013

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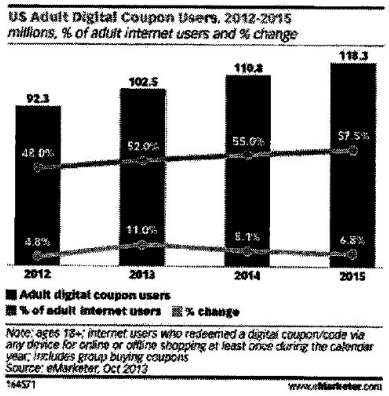
The digital coupon audience is growing faster than expected

Many US consumers adopted a frugal mindset during the recession, stretching their dollars with coupons found online as well as in newspapers and magazines. Print coupons still dominate, but digital coupons have quickly gained mainstream acceptance.

This year, more than half of US adult internet users, or 102.5 million people, will redeem a digital coupon via any device for either online or offline shopping. New data indicates that there was a significant increase in the number of digital coupon users during the first half of 2013. Based on this, eMarketer has increased our forecast for the US digital coupon audience beginning this year. We expect the number of people who redeem digital coupons to increase 11.0% this year, up from our previous estimate of 4.6%. New mobile coupon users will be the primary growth driver in the US digital coupon audience.



Mobile has played a significant part in digital couponing in 2013—more than 28% of people who own a mobile device redeemed a coupon this year. Nearly 70% of mobile coupon users will access coupons via smartphone. eMarketer has revised our projections for the number of US adult smartphone coupon users upward from our previous forecast to reflect the increase in digital coupon redemption during H1 2013. We expect one one-third of all smartphone users ages 18 and older, or 42.1 million people, to use a coupon obtained via app, mobile internet, mobile barcode or SMS this year. The US adult smartphone coupon user base is up 40.9% this year, following 60.6%

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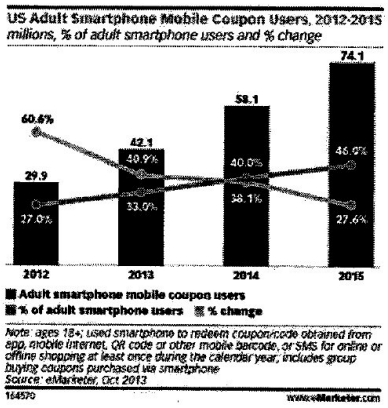
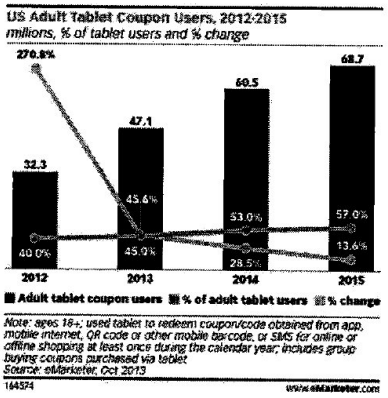
growth in 2012. New smartphone users, as well as the growing popularity of new mobile apps, local deals, and the integration of couponing into social networks will help fuel increases.



For the first time, eMarketer has included estimates for US adult tablet users in our digital coupon user forecast. Shopping is one of the most popular activities for tablet users, and, unsurprisingly, consumers are using tablets to find and redeem coupons, primarily at home. The number of tablet coupon users grew dramatically in 2012 as tablet usage crossed over to the mainstream market. This year, 47.1 million people ages 18 and older, or 45.0% of tablet users, will redeem a coupon obtained from an app, mobile internet, QR code, or SMS on a tablet. This is up 45.6% from 2012, and double-digit growth is anticipated through 2015. eMarketer expects that by this point, the tablet coupon user audience will be more than twice the size it was in 2012.



eMarketer bases all of our forecasts on a multipronged approach that focuses on both worldwide and local trends in the economy, technology and population, along with company-, product-, country- and demographic-specific trends, and trends in specific consumer behaviors. We analyze quantitative and qualitative data from a variety of research firms, government agencies, media outlets and company reports, weighting each piece of information based on methodology and soundness. Additionally, every element of each eMarketer forecast fits within the larger matrix of all our forecasts, with the same assumptions and general framework used to project figures in a wide variety of areas. Regular reevaluation of each forecast means those assumptions and framework are constantly updated to reflect new market developments and other trends.

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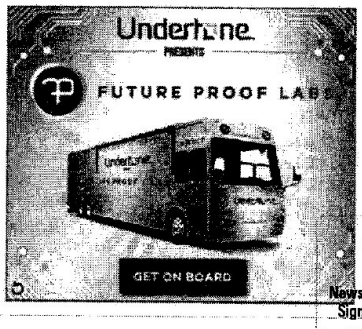

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