

From: Saito, Kim

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To: TTAB EFiling

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Subject: U.S. TRADEMARK APPLICATION NO. 77686473 - CLASSIC DEFERRED
ANNUITIES - 315-47-054 - Request for Reconsideration Denied - Return to TTAB

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**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

APPLICATION SERIAL NO. 77686473

MARK: CLASSIC DEFERRED ANNUITIES



CORRESPONDENT ADDRESS:

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GENERAL TRADEMARK INFORMATION:
<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: Phare Supplies, LLC

CORRESPONDENT'S REFERENCE/DOCKET NO:

315-47-054

CORRESPONDENT E-MAIL ADDRESS:

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REQUEST FOR RECONSIDERATION DENIED

ISSUE/MAILING DATE: 2/3/2011

This letter responds to the applicant's communication filed on January 24, 2011. The examining attorney notes the applicant did not make a claim of acquired distinctiveness under Section 2(f).

The trademark examining attorney has carefully reviewed applicant's request for reconsideration and is denying the request for the reasons stated below. *See* 37 C.F.R. §2.64(b); TMEP §§715.03(a), 715.04(a). The requirement(s) and/or refusal(s) made final in the Office action dated December 30, 2009 are maintained and continue to be final. *See* TMEP §§715.03(a), 715.04(a).

In the present case, applicant's request has not resolved all the outstanding issue(s), nor does it raise a new issue or provide any new or compelling evidence with regard to the outstanding issue(s) in the final Office action. In addition, applicant's analysis and arguments are not persuasive nor do they shed new light on the issues. Accordingly, the request is denied.

The filing of a request for reconsideration does not extend the time for filing a proper response to a final Office action or an appeal with the Trademark Trial and Appeal Board (Board), which runs from the date the final Office action was issued/mailed. *See* 37 C.F.R. §2.64(b); TMEP §§715.03, 715.03(a), (c).

Applicant has already filed a timely notice of appeal with the Board. The application will be returned to the Trademark Trial and Appeal Board for resumption of the appeal. *See* TMEP §715.04(a).

/Kim Saito/
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