
To: FUJIFILM Dimatix, Inc. (trademarkdocketing@ropesgray.com)
Subject: U.S. TRADEMARK APPLICATION NO. 77710381 - POLARIS - SIEC-T-101
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UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77710381

MARK: POLARIS

77710381

CORRESPONDENT ADDRESS:

EMILIA F CANNELLA
ROPES & GRAY LLP
1 INTERNATIONAL PL. 4TH FLOOR
BOSTON, MA 02110-2624

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

APPLICANT: FUJIFILM Dimatix, Inc.

**CORRESPONDENT'S REFERENCE/DOCKET
NO:**

SIEC-T-101

CORRESPONDENT E-MAIL ADDRESS:

trademarkdocketing@ropesgray.com

REQUEST FOR RECONSIDERATION DENIED

ISSUE/MAILING DATE: 8/18/2010

Applicant is requesting reconsideration of a final refusal issued/mailed January 26, 2010.

Applicant's amended identification of goods is acceptable and has been entered into the record.

Applicant's arguments regarding the likelihood of confusion with the mark in Registration No. 2579736 are well taken and the refusal based on a likelihood of confusion with the mark in Registration No. 2579736.

After careful consideration of the law and facts of the case, the examining attorney must deny the request for reconsideration as to the refusal under Section 2(d) based on a likelihood of confusion with the mark in Registration No. 2259758 and adhere to the final action as written since no new facts or reasons have been presented that are significant and compelling with regard to the point at issue.

Accordingly, applicant's request for reconsideration is *denied*. The time for appeal runs from the date the final action was issued/mailed. 37 C.F.R. Section 2.64(b); TMEP Section 715.03(c). If applicant has already filed a timely notice of appeal, the application will be forwarded to the Trademark Trial and Appeal Board (TTAB).

**SECTION 2(d) REFUSAL – LIKELIHOOD OF CONFUSION – FINAL ACTION
MAINTAINED AND CONTINUED**

Registration of the applied-for mark was refused because of a likelihood of confusion with the mark in U.S. Registration No. 2259758. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* The final action is maintained and continued.

The marks have the identical sound, appearance, and meaning.

Registrant uses the mark for “prepress apparatus, namely, platesetters.” Applicant intends to use the mark for “machines and micropumps for extruding, ejecting, or dispensing of materials; machines and micropumps for shaping materials into desired form; machines and micropumps for dispensing fluids, liquids, and microparticles in the field of materials printing; all of the foregoing excluding the field of circuit assembly.”

The evidence submitted by applicant indicates that its goods are print heads, which are encompassed by the identification because print heads apply ink in the printing process. Print heads and platesetters are offered through the same channels of trade. *See* attached evidence from www.mitsubishiimaging.com and www.alialhashemi.ac. Applicant itself has offered a line of platesetters since 2002. *See* internet evidence attached to the Office action dated January 26, 2010 and incorporated herein. Registrant offers print heads. *See* attached evidence from www.agfa.com. Because applicant offers platesetters and registrant offers print heads, consumers who encounter these goods offered under identical marks are likely to believe that they emanate from a single source.

Platesetters and print heads are both used in the printing process. A platesetter is defined as “a machine that generates plates for a printing press. A platesetter is similar in function to an imagesetter, except that instead of producing film from which the plates are made, the plates themselves are made.” *See* definition from www.answers.com attached to the Office action dated January 26, 2010 and incorporated herein. A “print head” is defined as “an electro-mechanical device which contains an ink feed system, drop formation mechanism, nozzles, and (usually) the ink supply in tanks or cartridges. The print head is moved across the paper to deposit drops of ink in the correct positions.” The goods are both used in the process of applying printed matter to materials.” *See* attached definition from www.inkjetworkshop.com.

The goods are closely related.

If the marks of the respective parties are identical, the relationship between the goods of the respective parties need not be as close to support a finding of likelihood of confusion as might apply where differences exist between the marks. *In re Opus One Inc.*, 60 USPQ2d 1812, 1815 (TTAB 2001); *Ancor, Inc. v. Ancor Indus., Inc.*, 210 USPQ 70, 78 (TTAB 1981); TMEP §1207.01(a).

When confronted with closely related goods bearing identical marks, a consumer is likely to have the mistaken belief that the goods originate from the same source. Because this likelihood of confusion exists, the final refusal to register must be maintained and continued.

/Kristina Morris/
Examining Attorney
Law Office 116
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Email: kristina.morris@uspto.gov

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system

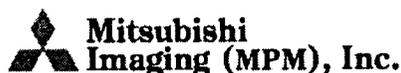
at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

<http://webcache.googleusercontent.com/search?q=cache:sD4jXCdpVwJ:www.mitsubishiimaging.com/news.aspx%3Fid%3D09122007+%22print+head%22+platesetter&cd=3&hl=en&ct=clnk&gl=us> 08/18/2010 03:07:53 PM

This is Google's cache of <http://www.mitsubishiimaging.com/news.aspx?id=09122007>. It is a snapshot of the page as it appeared on Aug 1, 2010 23:07:55 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

These search terms are highlighted: **print head platesetter**

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September 12, 2007

Mitsubishi imaging shows chemistry-free flexible CTP plate at Graph Expo

RYE, NY – Mitsubishi Imaging (MPM), Inc., the leading provider of polyester CTP technology, will show its first ever chemistry-free flexible CTP plate, Thermal DigiPlate, at GRAPH EXPO in Chicago, Sept. 9-12, 2007.

Thermal DigiPlate and the complete line of Mitsubishi Imaging products will be on display in the company's Booth #4844.

Thermal DigiPlate is a revolutionary new flexible CTP plate that is completely processless and chemistry-free. It is an excellent choice for small printers who want an eco-friendly upgrade from laser and electrostatic plates.

"A rising favorite among cost-conscious commercial printers, Mitsubishi Imaging now offers printers an economical CTP plate upgrade for single and spot color jobs," said Frances Cicogna, Director of Marketing Communications at Mitsubishi Imaging. "This is a big step forward for Mitsubishi flexible CTP plates. We are already at work on the next generation of chemistry-free flexible CTP plates for process color printing."

Drawing on Mitsubishi Imaging's expertise in paper technologies, Thermal DigiPlate uses a patented thermal fusing technology to create a high-contrast image on plate without chemical development or wash-off. The plates are exposed in a low-cost platemaker that uses a thermal head system. Ideal in high-volume environments, the platemaker can produce

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- AmeriPrint Graphics Attributes its Rapid Growth to Silver DigiPlate & the DPX Platesetter [»](#)

Graphic Arts

Right sized solutions for the small to medium commercial printer.

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Digital Imaging

Inkjet media that exceeds your expectations.

[»](#)



Photographic Material

Products that meet the needs of professional, commercial and consumer minilabs.

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system. Ideal in high-volume environments, the platemaker can produce up to 60 plates per hour and output plates up to 18.1" x 20.8". The platemaker has an output resolution of 1200dpi and up to 133lpi.

"Thermal DigiPlate makes Mitsubishi innovation affordable for even small printers. It's a clean, environmentally friendly solution that's easy to use and maintain."

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graph expo product news: mitsubishi imaging shows blazingly fast canon ipf6100 color proofing bundle

RYE, NY – Mitsubishi Imaging (MPM), Inc., will showcase its latest color proofing bundle featuring the new high-speed Canon iPF6100 printer and Mitsubishi Imaging's world class Diamond Jet proofing papers at GRAPH EXPO in Chicago, Sept. 9-12, 2007.

Mitsubishi's proofing bundle featuring the Canon iPF6100 and the complete line of Mitsubishi Imaging products will be on display in the company's Booth #1844.

One of the fastest proofing devices on the market, the Canon iPF6100 printer achieves extremely fast print speeds thanks to a new dual **print head** design driven by Canon's advanced L-COA image processor.

"With the Mitsubishi Proofing Bundle and Canon iPF6100, our customers can offer much faster turnaround for proofing and print-for-pay jobs," said George Tun, Business Development Manager at Mitsubishi Imaging. "Couple the Canon with our instant-dry Diamond Jet proofing papers and you create a service that can really differentiate you from the competition -- fast, accurate, consistent proofs."

Also new in the iPF6100 is a 12-color ink set of LUCIA Inks, which provide wider and more dynamic color space, and a unique built-in calibration for more consistent color between prints.

The Mitsubishi proofing bundle comes standard with the Canon iPF6100 printer, RIP proofing plug-in, GRACoL 7 profile and starter roll of Diamond Jet Proofing Paper. Mitsubishi Imaging products are available through Mitsubishi's authorized dealer network. To find a dealer, call 800 765 9384 x3232 or visit the Graphic Arts Division and select Dealer Locator.

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- Real Men Still Don't Eat Quiche, but They Do Use Polyester CTP
- Self-Reliant Shop Owners Control Quality In-House with Poly CTP
- Switching from aluminum to polyester? A test eliminates reservations

Great Plates, less waste: Mitsubishi Imaging showcases DPX 4 ECO polyester platesetter at GRAPH EXPO

RYE, NY – Greener platemaking is within reach.

Mitsubishi Imaging (MPM), Inc. will unveil its DPX 4 Eco polyester **platesetter** at GRAPH EXPO in Chicago, Sept. 9-12. Targeted at 4-up printers looking for the accuracy of metal computer-to-plate (CTP) with the savings of polyester, the DPX 4 Eco reduces chemistry usage and waste by about 40% and offers the industry's smallest footprint for 4-up CTP platesetters.

The DPX 4 Eco and the complete line of Mitsubishi Imaging products will be on display in the company's Booth #4844.

The DPX 4 Eco accomplishes its dramatic reduction in chemistry using patented eco processing technology similar to that found in its popular SDP-Eco1630III R platesetters. Using the eco processing technology in the DPX 4 is just another way that Mitsubishi is bringing 4-up commercial printers right-sized solutions that meet their specific needs.

"The savings of the DPX 4 Eco are impossible to ignore," said Mitsubishi Senior Product Manager, Colleen Molkenbur. "Some printers will appreciate the compact footprint. Some will relish the savings from cutting the chemistry in half. All will love the lower plate prices. From any angle, the choice to upgrade to Silver DigiPlateCTP has become even easier."

Mitsubishi DPX platesetters image directly to the built-in punch, which eliminates manual errors and guarantees precisely registered plates every time. If a plate gets damaged, the DPX 4 Eco reproduces it exactly. There is no opportunity for error.

Mitsubishi Imaging products are available through Mitsubishi's authorized dealer network. To find a dealer, call 800 765 9384 x3232 or visit the Graphic Arts Division and select Dealer Locator.

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These search terms are highlighted: **print head platesetter**

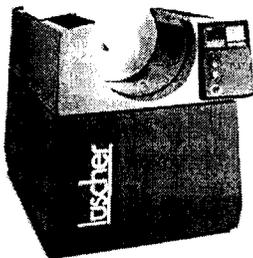
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COMPUTER-TO-PLATE

- Thermal Offset CTP by Lüscher, Switzerland
- Violet Offset CTP by Escher Grad, Canada
- News Paper CTP solutions by Escher Grad / IPA
- Security Printing CTP by Lüscher, Switzerland
- Flexo CTP by Lüscher, Switzerland
- Computer to Screen CTS by Lüscher, Switzerland
- Small size CTP by Xanté, USA

Thermal Offset CTP by Lüscher, Switzerland

[GO TOP](#)



We supply your XPose! in the desired format and configuration. It is our aim to ensure the greatest possible efficiency, shorter production times, and cost-effective high-quality thermal plate production for you. Tell us your format requirements, decide upon the speed of your XPose!, its availability, and the interfaces for desired peripherals.

Your new XPose! is expandable. Its capacity grows along with your enterprise. This makes your investment permanently future-proof. Operating the XPose! is very easy. No need to say that we also offer instruction and training, also for your service staff. XPose! productivity and dependability are ranked best. To meet your space conditions and demands, every XPose! has a modular design – made of identical, tried and tested and therefore low-maintenance components. Depending on the size, they are multiplied. Speed is an issue during production. Pairing speed with steadiness, the XPose! ensures safe production. This works out: in the long run, the steady system is also the faster one. We match the speed of XPose! to your demands. Development, manufacturing, support: Lüscher provides all from one hand. In other words, we actively support every XPose! in your company: By on-site production support, by preventive inspections. We thus help to prevent machine downtimes and to save costs. Our specialists use remote access services to carry out configuration changes and to make RIP settings.

A generic diagnostic system continuously monitors the laser diodes that by far surpass the service life of competing products. And realigns them when required. Should a diode really fail, the XPose! will continue working with the same quality, but at a slightly reduced speed.

Available in 5 Sizes

- XPose! 75 - 900 x 680 mm • XPose! 130 - 1130 x 950 mm • XPose! 160 - 1680 x 1370
 - XPose! 180 - 2030 x 1485 mm • XPose! 190 - 2080 x 1600 mm
- PHS/DPHS : Plate Handling System / Dual Plate Handling System

Violet Offset CTP by Escher Grad, Canada

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Technology. The best there is.

Air bearing scanner, internal drum imaging, linear motion accurate to 1 micron, electronic three-point registration... and much, much more. Cobalt harnesses the latest advances in technology to deliver the highest quality, the highest speed and the highest reliability in the industry... all at revolutionary prices. Go from prep to press faster than anyone ever has before. With Escher-Grad's revolutionary X2 technology, Cobalt's imaging speed delivers a full 8-up plate in 96 seconds at 2400 dpi, and in 48 seconds at 1200 dpi!!!

Cobalt's advanced plate handling provides maximum value, reliability and performance for a true daylight operating system. Two, high-capacity, motorized SmartCassettes™ hold up to 440 plates online and an independent plate trolley and dual-chamber system design mean a single operator can reload plates even while imaging is in process, for truly uninterrupted operation. The electronic 4-point plate-edge detection system prepares the plate for alignment with the in-drum electronic micro-tuning registration pins while the plate shuttle gently transfers it to the high-precision internal drum imaging surface and, once imaged, through to the integrated active bridge to an in-line processor. And all the while, the system has simultaneously prepared the next plate for loading, resulting in an extraordinary throughput of up to 50 plates an hour!

Cobalt's low cost of ownership, combined with its superior imaging quality and unprecedented speed, offers the quickest return on investment in the business. A new press may require a new plate size. Different jobs require different line screens. Evolving plate technologies require different laser power, and software innovations may require changes in workflow. No matter what — Cobalt's built-in flexibility means your investment is always secure. Cobalt violet CTP.

Why settle for anything less than the best ?

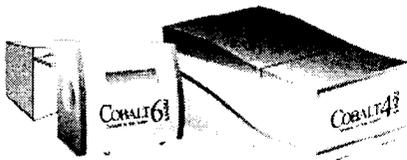
Available in 4 Sizes:

- Cobalt4 – 615 x 745 mm • Cobalt6 – 810 x 1030 mm
 - Cobalt24 – 1270 x 1524 mm • Cobalt32 – 1524 x 2032
- Manual • Semi-Automated • Fully-Automated

News Paper CTP solutions by Escher Grad / IPA

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Escher Grad



The Cobalt News series of violet CTP newspaper systems is Escher-Grad's answer to the uncompromising throughput needs of plate production in newspaper applications and to the high quality halftone needs of magazines and inserts. And unlike any other CTP system, Cobalt News is covered by ComfortZone3, Escher-Grad's 3-year parts warranty.

Continuing the Cobalt tradition of well-priced, high-quality, high-speed CTP systems, with the Cobalt News series, newspapers can now have both high speed and high quality in the same system – with NO compromises. Cobalt News optimizes in-drum plate orientation for maximum speed, delivering up to 105 broadsheet plates or 69 true double-truck plates per hour at 1,000 dpi. High-resolution color work is also exceptionally fast, and Cobalt's sophisticated and exclusive registration system guarantees that the image is perfectly registered to your press, plate after plate, after plate.

All Cobalt CTP Systems are capable of 400-line screen per inch halftones as well as precise line work. The entire Cobalt News line guarantees +/-25 micron accuracy and an incredible +/- 5 micron repeatability. No other newspaper CTP system is capable of such high quality. A browser-based operator interface is standard with all Cobalt CTP Systems, making it possible to control

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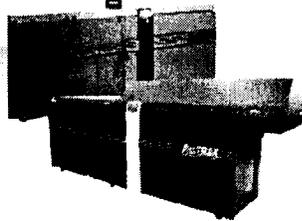
of such high quality. A browser-based operator interface is standard with all Cobalt CTP Systems, making it possible to control a system from any web-enabled PC, from across the room to around the world. In addition, only Cobalt CTP Systems include standard web-based remote diagnostics and maintenance capabilities that allow every Cobalt to be operated, diagnosed, exercised and, in most cases, repaired via the web. The automated version provides maximum value, reliability and performance for a true daylight operating system. The sophisticated plate extraction system automatically differentiates between interleaf sheet and plate, ensuring carefree cassette replenishment and eliminating false loads and costly, time-consuming plate jams.

Available in 3 Sizes:

- Cobalt4News – 615 x 745 mm • Cobalt6News – 660 x 1016 mm
- Cobalt8News – 810 x 1030 mm
- Semi-Automated • Fully-Automated

IPA - FasTRAK Computer-to-Plate

The Panther FasTRAK family of Computer-to-Plate Systems



High Speed, Large Format Metal Plate Making System offering YAG, Violet and Conventional plate imaging technology. The Panther FasTRAK **platesetter** has established itself as one of the fastest, most economical CTP systems, capable of throughput speeds of up to 180 plates per hour.

Wide Array of Imaging Options

The range of FasTRAK platesetters are equipped with today's best imaging technology. Select the Violet Silver, Violet Photopolymer or FD Yag optical system to image the plate or your choice.

Automatic Production with TRAKmate Autoloader

The TRAKmate feeds plates to the FasTRAK Metal Platesetting Systems as they are needed, resulting in automatic, unattended plate production. TRAKmate supports the full range of media sizes imaged by FasTRAK

Platesetters, from plates as small as 30.5 x 38 cm (12 x 15 inches), up to 62.5 x 91.4 cm (24.625 x 35.98 inches). Plate thickness may range from 0.15 mm to 0.4 mm (0.006 to 0.018 inches).

TRAKmate monitors the status of the FasTRAK **Platesetter** and loads the next plate as soon as imaging is completed. The FasTRAK **Platesetter** accepts the plate and uses a highly-reliable opto-mechanical system for alignment and positioning, ensuring repeatability for colour registration of $\pm 25 \mu\text{m}$ (± 0.001 inches).

Automatic Interleaf Removal

Most CTP plates are packaged with paper slip sheets to protect the sensitive emulsion layer of each plate. The FasTRAK TRAKmate Autoloader removes slip sheets with no degradation in throughput. Interleaves are deposited in the TRAKmate's lower section, then removed without exposing the unused plate supply.

FasTRAK Computer-to-Plate/C

Designed for Newspaper conventional plate imaging, three models available:

CTP/C 60, CTP/C 110 and CTP/C 160

High Speed, Large Format Conventional Plate Making System Today, high volume plate consumers, such as newspapers, are able to fully commit to CTP technology capable of exposing the conventional UV sensitive offset plates as a way to integrate the benefits of CTP with the lower cost and more reliable supply of conventional plates. Conventional plates can be processed under daylight conditions, eliminating darkrooms, special low-light rooms or rooms using dark yellow light.

Proven Plate Handling Performance, Integrated with UV Technology

The straight through flatbed design, in conjunction with the latest in UV laser lightwave frequencies makes the FasTRAK CTP/C the choice for newspapers when it comes to reliability and a quick/justifiable return on investment. Combined with PrintExpress Workflow, the FasTRAK meets production deadlines in today's most demanding environments.

Security Printing CTP by Lüscher, Switzerland

GO TOP

Until today, security printing relied on standard film image-setters. A time-consuming, complex procedure. Being the first CTP system in the area of security printing, simultanXPose! introduces a new dimension.

The simultanXPose! Extends the range of qualifying features by the top precision area. Processing originals for banknotes, passports, or similar documents, being extremely complex for reasons of security, places extreme demands on plate imaging. Very fine, parallel hairlines such as used for the Swiss passport require perfect registration. Every register error results in color imperfections. The precise registration the simultanXPose! is capable of allows the finest of patterns to be flawlessly reproduced in all directions – vertically, horizontally, or criss-cross.

For the first time, the demand for precision can be met with top quality tanks to CTP plate-setting on the simultanXPose! Optimally designed for security printing. What you see on the screen appears precisely on the plate – without losses. You thus receive precise results faster and more reliably. The cost saving made possible with the simultanXPose! Underline its profitability.

Ever since the successful conclusion of the joint development between Lüscher and Orell Füssli the simultanXPose! Has been a permanent component in the production line for Swiss banknotes and passport.

simultanXPose! is a joint development of Lüscher and Orell Füssli security printing Ltd. Thanks to the close partnership cooperation with the international leader in security printing (printing of Swiss banknotes since 1911) the simultanXPose! Meets the highest of demands.

Although secondary in security printing, time savings of 60-70%, as compared to the conventional method, are possible during production of a plate set. These savings are important in case of repeat orders. As all plates are destroyed at the end of each job, repetitions can use the stored digital data.

simultanXPose! : 1130 x 950 mm

Flexo CTP by Lüscher, Switzerland

GO TOP



FlexPose!

The FlexPose! is based on the highly successful XPose! technology, which is in use around the globe, and combines speed with consistency. Its unique combination of internal and external drums has now been globally patented. The FlexPose! enables processing of flexo-, letter-, and offsetplates in one device. Thanks to its thermal technology, all plates can be processed in daylight (UV protection recommended) and in top quality. FlexPlate! flexo and letterprinting plates, top quality, fast and environmentally friendly. The FlexPlate! printing plates are imaged by means of laser technology and then imaged in perfect reproduction quality using UV running light. The flexo plates can be washed off quickly and environmentally friendly with water and dried on the FlexWash!. After a short postexposure period the first plates are ready for printing within one hour.

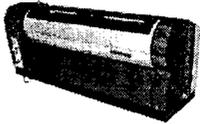


Almost all thermal offset plates available on the market can be used. FlexPose! is designed as an open system. It functions smoothly with all peripheral devices available on the market. As an open system it can be integrated into an existing work environment.



FlexPose! Direct

With the ever-increasing demand for quality, cost effectiveness and flexibility, Lüscher has launched the FlexPose!direct laser ablation system. Simple, secure, reliable flexo sleeve and plate making is guaranteed for a range of printing techniques.



- Flexo
- Dry-offset
- Letterpress

In an industry where time is money, direct-to-plate from computer artwork reduces the time from design to print, allowing you to offer your brand owners security and integrity of design. Direct laser ablation is the only truly direct, method of plate and sleeve production. It minimizes resource requirements and eliminates the difficult-to-control parameters of other plate making processes. It requires no film or solvent, minimising disposal costs and preventing impact to the environment. No other method of sleeve or plate production will offer you more flexibility.

- One system for sleeve and plate production
- One system for processing printing formes for flexo, letterpress and dry-offset
- One system for processing elastomeric, polymer and silicone plates
- Open system: industry standard TIFF files as input: both 1-bit pre-screened and 8-bit grayscale

The print quality achieved using the FlexPose!direct speaks for itself:

- High quality print up to 175 lpi (70 lpcm)
- Super-sharp positive and reverse detail including Class A bar codes and text down to 2 point
- Truly seamless continuous printing including half tones and process colour
- Below-surface highlight dots ensure maximum tonal range.

Vignettes have no hard edges. Fine highlights and good solid density are achieved using the same plate Sealed CO2 Laser(s) and Acousto Optic Modulation. Delivers a high quality, consistent, reproducible, reliable laser beam to achieve required plate/print quality. FlexPose!QS Quick Sleeve Change System. For increased sleeve throughput and ease of handling. FlexPose!QP Plate Mounting System. Allows users to mount plates on a purpose-designed sleeve with a circumference optimised to the plate size, increasing plate throughput. FlexPose!direct Operating System. Simple, versatile graphical user interface with easy job previewing and sequencing. Plate calibration requires minimal user input, allows the tracking of changes, preventing errors and facilitating repeatable plate making.

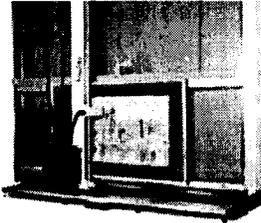
Computer to Screen CTS by Lüscher, Switzerland

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The future of digital screenmaking has just started. Modern, high-quality screenmaking no longer requires the use of film. Lüscher's JetScreen is the worldwide leading product combining innovative technology, highest quality, reproducible accuracy as well as fast and precise image data transfer. Instead of the many processing steps needed in traditional screenmaking, the high-resolution

<http://webcache.googleusercontent.com/search?q=cache:Dv1FyZ73v14J:www.alialhashemi.ae/prepress-CTP.htm+%22print+head%22+platesetter&cd=6&hl=en&ct=clnk&gl=us> 08/18/2010 03:13:34 PM



and precise image data transfer. Instead of the many processing steps needed in traditional screenmaking, the high-resolution JetScreen eliminates most of these time-consuming and labour-intensive processes.

Colour separation, dot shape, and angle selection, as well as other prepress work is completed in the integrated RIP station – in-house – eliminating time-delaying external outsourcing. The JetScreen accepts file formats in PS, EPS, PDF, and TIFF.

A new high-speed JetScreen generation was designed to specifically meet the economical production requirement of extremely high-quality CTS data transfers for screen frame sizes of up to 1,800 x 2,300 mm (71" x 90.5"). The vertically operating JetScreen can process maximum size screen frames or multiple smaller screen frames that can be positioned simultaneously and processed with different image contents (minimal screen frame size 500 x 500 mm (19.5" x 19.5")). The target market for this new JetScreen model includes high-quality screenprinting companies in the poster, signage, graphic overlay, glass, heat transfer, ceramic tiles, T-shirts, banner and flag industries. Like the larger model this new Lüscher JetScreen is equipped with the ultra-fast, high-capacity, and unique 256 nozzle **print head**. JetScreen technology does not require changes to existing screenmaking processes. Selection of screen meshes, mesh counts, mesh colour, types of emulsion or capillary film, number of coating passes, stencil thicknesses, exposure, and developing techniques remain unchanged.

JetScreen is available for maximum screen frame sizes up to 3,800 x 8,000 mm (12.5 x 26 ft.). The distance from the nozzle plate to the extremely fast Piezo **print head** to the surface of the stencil is automatically maintained within microns by means of a Lüscher developed laser beam-guided autofocus system. Only this exact and continuous **print head** distance metering system assures highest quality of the applied image over the complete screen area.

Small size CTP by Xarté, USA

GO TOP



With the throughput of over 60 plates per hour, the Impressia, the world's fastest metal **platesetter**, is equipped to make your workflow productive. The Impressia achieves efficiencies that are unmatched by the competition in the marketplace today. The patent-pending Impressia Metal **PlateSetter** requires absolutely no external processing units – not even a rinsing unit. Plates are produced at a desktop workstation under frees you from the hassles of time-consuming chemical processes.

The patent-pending, non-photosensitive Aspen Metal Plates are designed especially for the Impressia Metal **PlateSetter**, allowing for a chemical-free, process-free, no-rinse workflow guaranteed to save time and money. These plates are durable and will consistently hold a quality image for over 25,000 impressions. Every plate comes out with the gripper offset you need for your particular press(es). Independent horizontal and vertical offset control allows you to adjust the image placement on the plate. No more chasing the images on the plate – the plates come out ready for press, increasing productivity.

The robust internal Adobe® Postscript® 3™ RIP allows designers to print directly from their workstation to the Impressia Metal **PlateSetter**. This simplified workflow bypasses the need for time-consuming and expensive external RIP devices. Producing a plate using the Adobe® Postscript® 3™ print driver is quick and seamless – thus, eliminating the need for expensive employee training.

Impressia Metal PlateSetter : 340 x 505 mm

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These search terms are highlighted: **agfa print head**



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Universal Print Head

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*The Universal Print Head (UPH) is a universal **print head** for high-end applications*

Ideal for high demand graphics and packaging applications

The Xaar piezo shared wall inkjet technology integrated into a so-called back-to-back concept of 2 nozzle rows, allows a high nozzle pitch and high nozzle count in a very robust design.

The UPH is used in the newest generation of large format digital inkjet printing devices, such as the M-Press (jointly developed by **Agfa** and Thieme).

- High production
- Can **print** greyscale images up to 16 levels with a minimum drop volume of respectively 3 pL and 8 pL, depending on the type.
- Prints at high firing speed with aqueous, solvent, UV and oil-based inks
- Stable jetting conditions
- Can be used in scanning as well as in fixed-**head** applications



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Agfa's New Inkjet Solutions at Sign Expo 2010

Agfa Graphics to demonstrate high quality inkjet systems at international Sign Expo

Press release - Orlando, FL (Sign Expo booth #972) - April 09, 2010 14:00

Agfa Graphics today announced that attendees at the International Sign Association's Sign Expo 2010 (April 8th - 10th, Orlando) will get the first look at its newly-expanded portfolio of inkjet systems. Today, Agfa has something for everyone from entry- to mid-level options as well as high-volume production systems.

Visitors to Agfa's booth (#972) will learn about Agfa's entry Anapurna UV inkjet systems designed to produce photo-quality output on a wide variety of indoor and outdoor applications, the newly-added Jeti large-format inkjet systems and the iM-Press TIGER, the high-speed, flatbed industrial inkjet press (co-developed with Thieme) capable of producing large-format screen printing applications of almost any run-length with greater cost efficiency.

"Agfa has assembled the most dynamic and diverse portfolios of inkjet systems and presses on the market today," said Peter Wilkens, President, Agfa Graphics, North America. "Agfa's solutions are designed to make organizations of virtually any size more productive, more efficient, more reliable and most importantly more profitable."

Agfa will demonstrate the following inkjet offerings in booth 972 at the annual expo and conference:

- The new Jeti 1224 UV HDC (High Definition Color) is built on a solid steel platform and features a unique, linear motor driven vacuum bed for highly accurate dot placement in both flat bed mode or with the optional roll-to-roll (RTR) feature. The Jeti 1224 UV HDC's flatbed architecture can print on anything up to two inches thick and with its industrial grade construction can support media rolls up to 240 lbs. The Jeti 1224 UV HDC is the first Jeti printer to use the Ricoh Gen 4 variable gravure

http://www.agfa.com/en/gs/news_events/latest_news/archive/20100408_ISA_overview.jsp
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250 lps. The iJeti 1224 UV HDC is the first iJeti printer to use the Ricoh Gen 4 variable grayscale **print head** technology. Agfa has created advanced waveform designs and introduced the iAnuvia HD ink technology (as used on the Agfa iM-Press TIGER) to drive the Ricoh heads up to 30 KHz in binary and 13KHz in grayscale. With 4 color and white as standard the iJeti 1224 UV HDC delivers equivalent speeds in both binary and grayscale modes at resolutions up to 1200 dpi.

- iJeti 3324 AquaJet -- the #1 fabric printer on the market, the iJeti AquaJet prints up to 10.5 feet wide with production speeds of more than 400 ft²/hr. It's a cost-effective and environmentally-friendly alternative to solvent-based fabric technologies.
- iM-Press TIGER is a high-speed flatbed inkjet press co-developed by Thiene and Agfa, featuring new printhead technology, auto head positioning and tuning. iM-Press TIGER can print 17,000 ft an hour. The iM-Press TIGER is the perfect solution for high volume POP providers and other traditional screen printing applications.
- iAnapurna M² -- a heavy-duty industrial UV-inkjet printer designed to produce top-quality output (up to 720 x 1440 dpi) on a wide range of rigid and roll-to-roll media.
- iAnapurna M^w -- adds single-pass pre-white and multi-pass post-white for printing on transparent material, backlit applications, or printing white as a spot color.

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pixel - a picture element - one of the small squares (or rectangles) that makes up a digital photo on the computer. The enlargement shows the individual pixels in a small area of a digital photo.



digital photo - a computer file - from a digital camera or scanner - which contains sets of numbers that specify the colors of a rectangular grid of pixels. A digital photo is invisible unless it is displayed or printed.

24-bit color - the colors of the pixels in a digital photo are defined by their red, green and blue (RGB) components. The red, green and blue values range from 0 to 255 (an 8-bit binary number). Hence: 24-bit color = 3 colors x 8-bits per color. Here are a few colors with their RGB components:

sample	red	green	blue	sample	red	green	blue
white	255	255	255	magenta	255	0	255

black	0	0	0	yellow	255	255	0
	255	0	0	cyan	0	255	255
green	0	255	0	gray	128	128	128
blue	0	0	255	orange	255	153	51

a bit of prose on the confusion between dpi and ppi - the terms 'ppi' (pixels per inch) and 'dpi' (dots per inch) are often used in place of one another. For inkjet printers, there is an important distinction. An inkjet printer must put down **multiple** tiny dots of ink to simulate the colors of **each** pixel in a digital photo. For example, when printing a digital photo at 360 pixels per inch on a 2880x720 dots per inch printer, the printer may place drops of each ink in 8 distinct locations to produce a single pixel. These definitions are intended to clarify the distinction.

pixels per inch (ppi) - the number of pixels in the length or width of a digital photo divided by the physical length or width of a printed image. *The term 'pixels per inch' only has meaning when a digital photo is printed or displayed.* This chart shows pixels per inch for digital photos printed at different sizes. See the [FAQ](#) section for a discussion of appropriate ppi for printing. [top](#)

megapixels from camera	typical number of pixels in photo	3x4 print	5x7 print	8x10 print
2.0	1200 x 1600	400 ppi	240 ppi	150 ppi
3.1	1536 x 2048	512 ppi	307 ppi	192 ppi
4.0	1740 x 2272	578 ppi	348 ppi	217 ppi
5.0	1920 x 2560	640 ppi	384 ppi	240 ppi

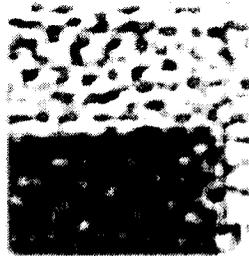
dots per inch (dpi) - the number of drops of ink per inch that an inkjet printer can place on paper. Typical advertised values are 1440x720 dpi, or 1200x1200 dpi, or 2880x720 dpi, or 4800 dpi, etc. These numbers define a very fine rectangular grid of places for drops of ink to reside in the finished print. [top](#)

drop size (or volume) - the size of the smallest individual drops that a printer can produce. The drop size is measured in picoliters (1/1,000,000,000 of a liter). Some inkjet printers can vary the drop size. Five years ago a typical drop size was 30 to 50 picoliters, today drop sizes of 2 to 4 picoliters are state-of-the-art. This is comparable to the size difference between a softball and a ping pong ball. Smaller

comparable to the size difference between a softball and a ping pong ball. Smaller drops produce smoother-looking prints because they make smaller dots on the paper. [top](#)

dot size - the size of the dot produced by one drop of ink on paper. The dot size depends on the drop volume and the paper characteristics. Most inkjet papers are **coated** with clay or polymers to produce small round dots. Plain paper and other **uncoated** papers generally produce larger dots which are usually not round. More information about types of inkjet paper can be found on the [papers](#) page. [top](#)

dither- in simplest terms, inkjet printers have either **4 inks** (Cyan, Magenta, Yellow, and Black / CMYK) or **6 inks** (Cyan, Light Cyan, Magenta, Light Magenta, Yellow, and Black / CcMmYK), yet they print millions of different colors. This is accomplished by applying different numbers of drops of the different color inks as needed to **simulate** the colors of the pixels. Some printers also vary the **size** of the ink drops, using larger drops in dark areas and smaller drops in light areas. This scan is a small section of a print from a 4-color inkjet printer. [top](#)



printer driver - software provided by a manufacturer to run (drive) a printer. Printer drivers are generally available for different versions of Windows and Macintosh operating systems. Manufacturers provide free updates for printer drivers on their web sites. Updates can fix printing problems and improve print quality, so it is a good practice to check for driver updates every few months. There are links on the [printer drivers](#) page for several brands of printers. [top](#)

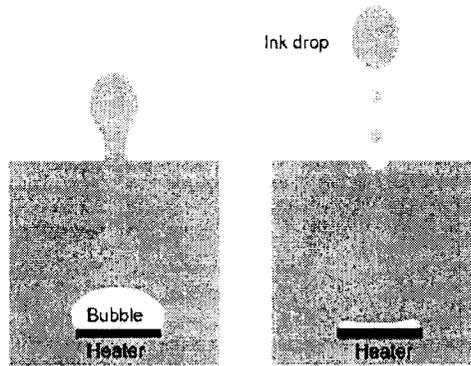
printer driver settings - all printer drivers allow the user to make choices which affect the way that printers put drops of ink on the paper. These choices enable good printing results on a variety of different papers. Driver settings may include paper type, dpi (sometimes called normal-better-

best or speed-quality), screening, density, and color controls, etc. **Using the wrong printer driver setting for your paper is one of the the most common causes of poor prints.** More information on printer driver settings is found on the [printer driver settings page](#). [top](#)

print head - an electro-mechanical device which contains an ink feed system, drop formation mechanism, nozzles, and (usually) the ink supply in tanks or cartridges. The print head is moved across the paper to deposit drops of ink in the correct positions. [top](#)

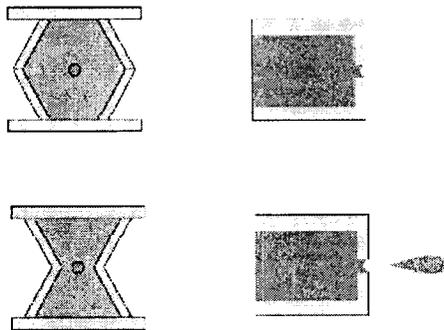
drop formation technology - desktop inkjet printers are drop-on-demand devices - meaning that they only produce drops of ink when those drops are needed. There are two basic methods of drop formation - **thermal** (or bubble-jet) and **piezoelectric** (or mechanical squeezing). Both are reliable, mature technologies. [top](#)

In a **thermal** inkjet printer, the filling chamber for each nozzle has a small resistor which rapidly heats the ink forming a bubble. The bubble pushes a drop of ink out the nozzle. Over time, a scum can form on the resistor. Thermal print heads are relatively inexpensive. Thermal print heads are either built into the ink cartridges, or the printer might have an easily replaceable print head with refill tanks. Hewlett Packard, Canon and Lexmark printers use thermal technology.



thermal inkjet drop formation

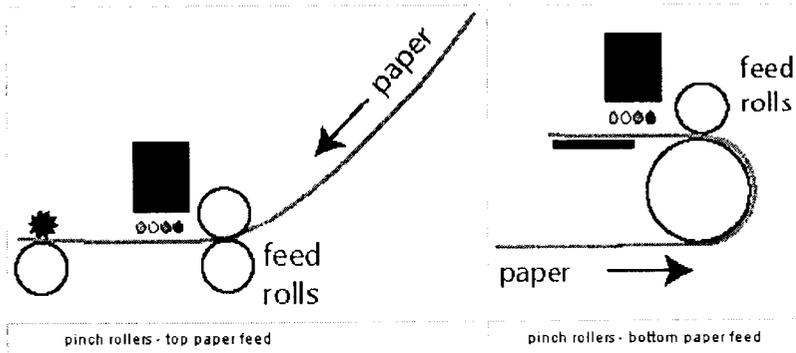
In a **piezoelectric** inkjet printer, small walls in the nozzle filling chambers are made of piezoelectric material that changes shape (deflects) when a voltage is applied. The deflection of the walls forces a drop of ink out of the nozzle. Piezo print heads are quite expensive and are built into the printer. Epson printers use piezo technology.



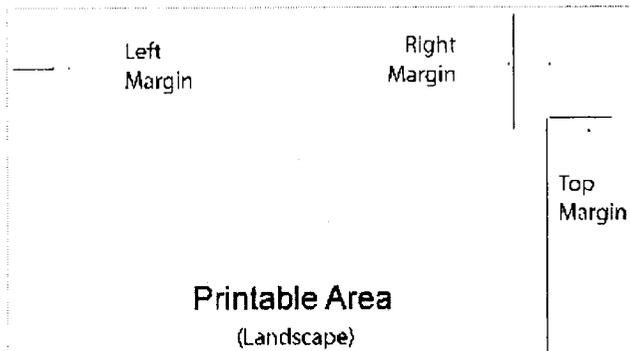
piezo inkjet drop formation

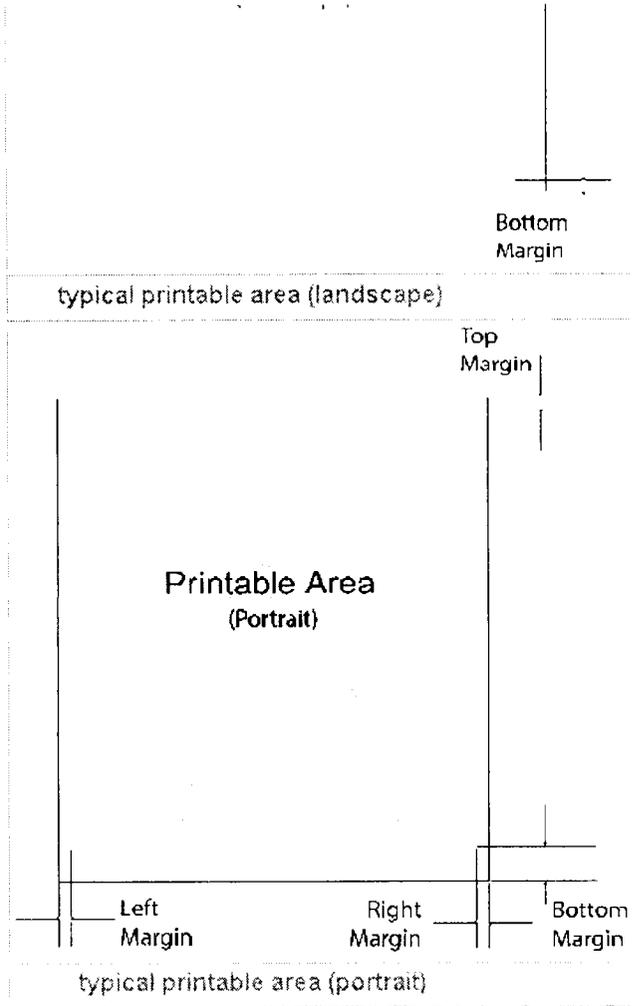
piezo inkjet drop formation

paper feed - the two basic paper feed paths – top feed typically used by Canon and Epson, and bottom feed used by Hewlett-Packard – are shown in the cross section diagrams, below. A set of pinch rollers is used to feed, correctly position, and securely hold the paper while it is being printed. Top feed printers have a straighter paper path, and can usually handle thicker or stiffer papers. [top](#)



printable area - many inkjet printers cannot print to the edges of a sheet of paper. The non-printable edges – or margins – may be listed in the user manual. These diagrams illustrate typical printable areas for portrait and landscape orientation. The trailing edge of the paper (the last edge out of the printer) usually has a larger margin since the pinch rollers, which hold the paper during printing, need to be some distance from the print head to allow clearance for print head motion. [top](#)





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FUJIFILM DIMATIX, INC. EXPANDS SPECTRA® POLARIS-512 PRINTHEAD LINE WITH NEW 85 PICOLITER MODEL

- Latest Addition to the Spectra® Polaris PQ-512 product line jets aqueous, UV-curable and aggressive organic solvent inks in drop sizes from 85 to 150 picoliters from 512 individually addressable nozzles.

- Common interfaces and features among Polaris PQ-512 models give developers and OEMs design options for inkjet quality, speed and versatility not previously possible.

Santa Clara, Calif.; June 30, 2010 – FUJIFILM Dimatix, Inc. today launched the third in a series of Spectra Polaris 512-jet printheads based on the company's advanced Q-Class platform. The new Polaris PQ-512/85 AAA expands the Polaris PQ-512 product line with a high performance 512-jet printhead capable of supporting aqueous, UV-curable and solvent ink formulations at drop sizes from 85 to 150 picoliters.

The new Spectra Polaris PQ-512/85 AAA printhead is equipped with a flexible fluid interface allowing single or two-color operation at resolutions to 400 dpi and frequencies up to 20 kHz. Its large range of drop sizes, broad fluids compatibility, 8 meters/second drop velocity and remarkable jet straightness make the Polaris PQ-512/85 AAA a perfect choice to address a growing range of commercial and industrial printing applications, from grand-format graphics to a wide array of colorful textiles and precision industrial coatings.

The new Polaris PQ-512/85 AAA takes its place alongside the 15-picoliter Polaris PQ-512/15 AAA capable of jetting 15 to 50 picoliter drop volumes, and the recently launched 35-picoliter Polaris PQ-512/35 AAA printhead delivering drop sizes of 35 to 80 picoliters.

All products in the Spectra Polaris PQ-512 series are general-purpose drop-on-demand printheads that utilize the binary operating capability of Dimatix' VersaDrop™ jetting technology and Q-Class hybrid construction to deliver adjustable ink drop sizes from 512 individually addressable nozzles.

The Q-Class platform has enabled Fujifilm Dimatix to develop new product lines of high-performance

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printhead assemblies that deliver the largest range of drop sizes, broadest ink compatibility, and higher packing density than previously possible. Shared physical features allow printer designs to be easily migrated across different model types and printing applications.

The common design and interface of Polaris PQ-512 printheads gives systems builders and OEMs access to a line of advanced printheads with drop sizes from 15 to 150 picoliters – the broadest range available. Interchangeability of printhead assemblies in the PQ-512 product line makes it easy for systems builders to "mix and match" models within the same product line. In order to design systems built for a broad range of applications demanding extraordinary speed, superb quality and exceptional versatility.

An integral mounting bezel designed with precision registration points enables drop-in alignment – a unique feature that allows each 256-channel jetting module to be exchanged and accurately registered in the field without the need for special tools or recalibration. Each 256-channel module is also dual-ported to facilitate ink flushing and recirculation. Heaters and temperature sensors allow precise control of ink viscosity at jetting temperatures up to 60°C.

"The new Polaris PQ-512/85 AAA dramatically extends the range of applications that can be addressed by inkjet technology, giving systems builders and OEMs design options for speed, quality and versatility not previously possible – and providing further evidence of the power of the Q-Class platform," said Marc Torrey, Vice President, Marketing, FUJIFILM Dimatix, Inc.

About FUJIFILM Dimatix

FUJIFILM Dimatix, Inc., the world's leading supplier of drop-on-demand Inkjet printheads for industrial applications, is driving a revolution in inkjet technology to support a new generation of products for printing, industrial product decoration and materials deposition. The company's innovative inkjet technology and world-class fabrication techniques enable OEMs, system integrators and manufacturers to build cutting-edge systems and manufacturing processes for high-performance, precision printing of traditional inks and deposition of functional fluids on all types of surfaces, including flexible substrates.

A wholly owned subsidiary of FUJIFILM Corporation, FUJIFILM Dimatix, Inc. is headquartered in Santa Clara, California and maintains U.S. product development and manufacturing operations in California and New Hampshire. The company sells and supports its products worldwide through offices in the United States, Europe, Japan, Korea, China, Taiwan and Singapore. For more information, visit www.dimatix.com.

About FUJIFILM

FUJIFILM Holdings Corporation, Tokyo, Japan, brings continuous innovation and leading-edge products to a broad spectrum of industries, including electronic imaging, digital printing equipment, medical systems, life sciences, graphic arts, flat panel display materials, and office products, based on a vast portfolio of digital, optical, fine chemical and thin film coating technologies. The company was among the top 20 companies around the world granted U.S. patents in 2009, and in the year ended March 31, 2010, had global revenues of \$23.6 billion*. Fujifilm is committed to environmental stewardship and good corporate citizenship. For more information, please visit www.fujifilmholdings.com.

*At an exchange rate of 93 yen to the dollar

For more information, please contact:

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603-443-5364
echrusciel@dimatix.com

###

Spectra is a registered trademark and Dimatix and VersaDrop are trademarks of FUJIFILM Dimatix, Inc

If you would like to receive a high resolution photo of the Spectra Polaris PQ-512/85 AAA printhead, please contact Sue DeHavens at sdehavens@dimatix.com

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To: FUJIFILM Dimatix, Inc. (trademarkdocketing@ropesgray.com)
Subject: U.S. TRADEMARK APPLICATION NO. 77710381 - POLARIS - SIEC-T-101
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Attachments:

IMPORTANT NOTICE REGARDING YOUR TRADEMARK APPLICATION

Your trademark application (Serial No. 77710381) has been reviewed. The examining attorney assigned by the United States Patent and Trademark Office (“USPTO”) has written a letter (an “Office action”) on 8/18/2010 to which you must respond (*unless the Office letter specifically states that no response is required*). Please follow these steps:

1. Read the Office letter by clicking on this [link](http://tportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77710381&doc_type=REC&)

OR go to <http://tportal.uspto.gov/external/portal/tow> and enter your serial number to access the Office letter. If you have difficulty accessing the Office letter, contact TDR@uspto.gov.

PLEASE NOTE: The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

2. Contact the examining attorney who reviewed your application if you have any questions about the content of the Office letter (contact information appears at the end thereof).

3. Respond within 6 months, calculated from 8/18/2010 (*or sooner if specified in the Office letter*), using the Trademark Electronic Application System (TEAS) [Response to Office Action form](#). If you have difficulty using TEAS, contact TEAS@uspto.gov.

ALERT:

Failure to file any required response by the applicable deadline will result in the ABANDONMENT (loss) of your application.

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