

PTO Form (Rev 4/2000)

OMB No. 0651-.... (Exp. 08/31/2004)

Request for Reconsideration after Final Action

The table below presents the data as entered.

| Input Field | Entered |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| SERIAL NUMBER | 77808236 |
| LAW OFFICE ASSIGNED | LAW OFFICE 115 |
| MARK SECTION (no change) | |
| GOODS AND/OR SERVICES SECTION (current) | |
| INTERNATIONAL CLASS | 035 |
| DESCRIPTION | |
| On-line retail store services featuring clothing, motorcycle gear and equipment, sunglasses; protective eyewear, protective helmets, mugs, cups, cigarette accessories, cigarette cases, lighters, lighter holders, money clips, cosmetics, perfumes, fragrances, toiletries; bed and bath linens; pennants; folding knives; toys and games; belt buckles; accessories; key chains and key fobs; bags, wallets, luggage, backpacks, key cases, ruck sacks, jewelry, printed publications and matter, stationery, stickers, calenders, decals, pens, photo albums, posters | |
| FILING BASIS | Section 1(b) |
| GOODS AND/OR SERVICES SECTION (proposed) | |
| INTERNATIONAL CLASS | 035 |
| TRACKED TEXT DESCRIPTION | |
| On-line retail store services featuring clothing, motorcycle gear and equipment, sunglasses; protective eyewear, protective helmets, mugs, cups, cigarette accessories, cigarette cases, lighters, lighter holders, money clips, cosmetics, perfumes, fragrances, toiletries; bed and bath linens; pennants; folding knives; toys and games; belt buckles; accessories; key chains and key fobs; bags, wallets, luggage, backpacks, key cases, ruck sacks, jewelry, printed publications and matter, stationery, stickers, calenders, decals, pens, photo albums, posters; <u>bags, wallets, luggage, backpacks, key cases, ruck sacks, jewelry, printed publications and printed matter, stationery, stickers, calenders, decals, pens, photo albums, posters</u> | |
| FINAL DESCRIPTION | |
| On-line retail store services featuring clothing, motorcycle gear and equipment, sunglasses; protective eyewear, protective helmets, mugs, cups, cigarette accessories, cigarette cases, lighters, lighter holders, money clips, cosmetics, perfumes, fragrances, toiletries; bed and bath linens; pennants; folding knives; toys and games; belt buckles; accessories; key chains and key fobs; bags, wallets, | |

| | |
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| luggage, backpacks, key cases, ruck sacks, jewelry, printed publications and printed matter, stationery, stickers, calenders, decals, pens, photo albums, posters | |
| FILING BASIS | Section 1(b) |
| SIGNATURE SECTION | |
| RESPONSE SIGNATURE | /Jonathan D. Reichman/ |
| SIGNATORY'S NAME | Jonathan D. Reichman, Esq. |
| SIGNATORY'S POSITION | Attorney of Record, New York Bar Member |
| DATE SIGNED | 12/09/2010 |
| AUTHORIZED SIGNATORY | YES |
| CONCURRENT APPEAL NOTICE FILED | YES |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Thu Dec 09 15:30:33 EST 2010 |
| TEAS STAMP | USPTO/RFR-65.246.216.100- 20101209153033182366-7780 8236-470d853f8b403692dee3 d818d49f2c8f98-N/A-N/A-20 101209152934726010 |

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OMB No. 0651-.... (Exp. 08/31/2004)

Request for Reconsideration after Final Action

To the Commissioner for Trademarks:

Application serial no. **77808236** has been amended as follows:

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 035 for On-line retail store services featuring clothing, motorcycle gear and equipment, sunglasses; protective eyewear, protective helmets, mugs, cups, cigarette accessories, cigarette cases, lighters, lighter holders, money clips, cosmetics, perfumes, fragrances, toiletries; bed and bath linens; pennants; folding knives; toys and games; belt buckles; accessories; key chains and key fobs; bags, wallets, luggage, backpacks, key cases, ruck sacks, jewelry, printed publications and matter, stationery, stickers, calenders, decals, pens, photo albums, posters

Original Filing Basis:

Filing Basis: Section 1(b), Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. (15 U.S.C. Section 1051(b)).

Proposed:

Tracked Text Description: On-line retail store services featuring clothing, motorcycle gear and equipment, sunglasses; protective eyewear, protective helmets, mugs, cups, cigarette accessories, cigarette cases, lighters, lighter holders, money clips, cosmetics, perfumes, fragrances, toiletries; bed and bath linens; pennants; folding knives; toys and games; belt buckles; accessories; key chains and key fobs; ~~bags, wallets, luggage, backpacks, key cases, ruck sacks, jewelry, printed publications and matter, stationery, stickers, calenders, decals, pens, photo albums, posters~~; bags, wallets, luggage, backpacks, key cases, ruck sacks, jewelry, printed publications and printed matter, stationery, stickers, calenders, decals, pens, photo albums, posters

Class 035 for On-line retail store services featuring clothing, motorcycle gear and equipment, sunglasses; protective eyewear, protective helmets, mugs, cups, cigarette accessories, cigarette cases, lighters, lighter holders, money clips, cosmetics, perfumes, fragrances, toiletries; bed and bath linens; pennants; folding knives; toys and games; belt buckles; accessories; key chains and key fobs; bags, wallets, luggage, backpacks, key cases, ruck sacks, jewelry, printed publications and printed matter, stationery, stickers, calenders, decals, pens, photo albums, posters

Filing Basis: Section 1(b), Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. (15 U.S.C. Section 1051(b)).

SIGNATURE(S)**Request for Reconsideration Signature**

Signature: /Jonathan D. Reichman/ Date: 12/09/2010

Signatory's Name: Jonathan D. Reichman, Esq.

Signatory's Position: Attorney of Record, New York Bar Member

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: 77808236

Internet Transmission Date: Thu Dec 09 15:30:33 EST 2010

TEAS Stamp: USPTO/RFR-65.246.216.100-201012091530331

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