

From: Ringle, Jim

Sent: 3/17/2011 10:28:22 AM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 77879157 - ULTIMATE PUZZLE  
SOURCE - N/A - Request for Reconsideration Denied - Return to TTAB

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Attachment Information:

Count: 1

Files: 77879157.doc

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

**APPLICATION SERIAL NO.** 77879157

**MARK:** ULTIMATE PUZZLE SOURCE



**CORRESPONDENT ADDRESS:**

SCOTT J SPOONER  
SOURCE INTERLINK COMPANIES INC  
831 S DOUGLAS STREET  
EL SEGUNDO, CA 90245-4928

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

**APPLICANT:** Source Interlink Magazines, LLC

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

N/A

**CORRESPONDENT E-MAIL ADDRESS:**

trademark@sorc.com

**REQUEST FOR RECONSIDERATION DENIED**

**ISSUE/MAILING DATE: 3/17/2011**

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62, 2.65(a); TMEP §§711, 718.03.

The amendment made to the application regarding the disclaimer of the term "PUZZLE SOURCE" is accepted.

However, the trademark examining attorney has carefully reviewed applicant's request for reconsideration regarding the Section 2(d) refusal 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 Section 2(d) of the Act refusal made final in the Office action dated September 14, 2010 is maintained and continues 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).

If time remains in the six-month response period to the final Office action, applicant has the remainder of the response period to comply with and/or overcome any outstanding final requirement(s) and/or refusal(s) and/or to file an appeal with the Board. TMEP §715.03(a), (c). However, if applicant has already filed a timely notice of appeal with the Board, the Board will be notified to resume the appeal when the time for responding to the final Office action has expired. *See* TMEP §715.04(a).

/James Ringle/  
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