

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: Alexander Gallo Holdings, LLC

SERIAL NO.: 77/917,111

TRADEMARK:  ESQUIRE

FILING DATE: January 21, 2010

CLASS: 45

To: Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

Attn: Barbara Brown  
Trademark Examining Attorney  
Law Office 116

REQUEST FOR RECONSIDERATION

In an Office Action mailed January 13, 2011, the Examining Attorney made final her refusal to register the above-referenced trademark pursuant to Section 2(d) of the Lanham Act. 15 U.S.C. § 1052(d). The Examining Attorney also included procedural requirements regarding the basis of the registration. As all the concerns of the Examining Attorney are addressed below, Applicant respectfully requests the refusal be withdrawn and its application be approved for publication.

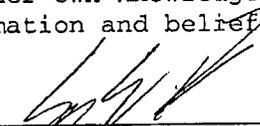


07-15-2011

I. BASIS

In response to the Examining Attorney's basis requirement Applicant requests amending its application to 1(b) intent to use. The following is a properly worded "declaration" under 37 C.F.R. §2.20. This declaration must be personally signed and dated by a person authorized under 37 C.F.R. §2.193(e)(1). TMEP §804.01(b).

The undersigned being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements and the like may jeopardize the validity of the application or document or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true; and all statements made on information and belief are believed to be true.

  
\_\_\_\_\_  
(Signature)

Sean W. Duljey  
\_\_\_\_\_  
(Print or Type Name and Position)

7/13/11  
\_\_\_\_\_  
(Date)

II. NO LIKELIHOOD OF CONFUSION

The Examining Attorney preliminarily refused to register Applicant's mark, ESQUIRE STAFFING SOLUTIONS AN ALEXANDER GALLO COMPANY and Design, because she considers it to be confusingly similar to Registration No. 2,561,182 for ESQUIRE SETTLEMENT SERVICES. In light of the strength of ESQUIRE for legal related services and the additional distinctive wording "SOLUTIONS

ALEXANDER GALLO COMPANY" and a very distinctive design included in Applicant's mark, the respective marks are certainly separate and distinct and therefore not likely to cause confusion.

A. The Appearances and Commercial Impressions of the Marks Are Different.

In comparing the overall commercial impressions of Applicant's mark:



and the mark ESQUIRE SETTLEMENT SERVICES, when taken as a whole the enormous differences between the two marks simply obviate confusion. Specifically, Applicant's mark is differentiated by the fact that it states it is an "Alexander Gallo Company".

Further, taking into account the fact that Applicant's prior ESQUIRE registration ESQUIRE DEPOSITION SERVICES, Applicant's allowed ESQUIRE filings (ESQUIRE SOLUTIONS, ESQUIRE LITIGATION SOLUTIONS, ESQUIRE DEPOSITION SOLUTIONS and ESQUIRE CORPORATE SOLUTIONS) and the numerous third party ESQUIRE registrations (including THE ESQUIRE GOUP, ESQUIRE SETTLEMENT SERVICES, THE ESQUIRE GROUP and Design, ASKESQUIRE, ESQUIRE TIMEBOT, ASKESQUIRE, TM ESQ and MY ESQ - all list legal related

services and all co-exist, Applicant argues that the present Application can also co-exist.

Ultimately, Applicant's mark is not likely to be confused with the cited mark because the marks possess completely different appearances, sounds, connotations and commercial impressions. See In re E. I. du Pont de Nemours & Co., 177 U.S.P.Q. 563, 567 (C.C.P.A. 1973); see also In re Rocktron Corporation, 1999 T.T.A.B. LEXIS 504, at \*2-3 (T.T.A.B. Aug. 31, 1999) (mark to be considered in their entirety, not side by side); In re Bigelow, Inc., 199 U.S.P.Q. 38, 40 (T.T.A.B. 1978) (each case to be decided on basis of all relevant factors).

When the appearances of the mark are viewed in their entirety, taking into consideration the fact that Applicant's mark contains not only a full name and a very distinctive design, the commercial impressions of Applicant's and Registrant's marks are distinct from one another. See Tektronix, Inc. v. Daktronics, Inc., 534 F.2d 915, 916-17 (C.C.P.A. 1976) (finding no likelihood of confusion between mark when viewed in their entirety); Travelhost, Inc. v. Welcome Host of America, Inc., 1996 T.T.A.B. LEXIS 285, at \*4, 9 (T.T.A.B. 1996) (finding no likelihood of confusion where TRAVEL HOST and WELCOME HOST conjured different connotations, sounds, appearances, commercial impressions). As with the marks TRAVEL HOSE and WELCOME HOST above, while Applicant's and Registrant's

marks share a term, Applicant's mark contains the distinctive "STAFFING SOLUTIONS AN ALEXANDER GALLO COMPANY" and a distinctive design giving Applicant's mark a separate and distinct commercial impression from the Registered mark.

It cannot be overstated that given the existing ESQUIRE filings and the fact that Applicant's mark contains the distinctive phrase "AN ALEXANDER GALLO COMPANY," confusion is not only unlikely but impossible.

B. Past Determinations Allow for Filing

A thorough review of the PTO TESS database reveals that there are many marks which contain the term ESQUIRE or a variation thereof and are used in connection with legal related services, including many filings owned by Applicant. The cited Registrant by no means enjoys exclusive rights in all ESQUIRE marks. While Applicant recognizes that past determinations of the PTO are not officially determinative of pending prosecutions, a significant number of marks are instructive and persuasive here:

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>DESCRIPTION OF SERVICES</u>
ESQUIRE DEPOSITION SERVICES	2,849,968	Court reporting
ESQUIRE CORPORATE SERFVICES	77/917,117	Court reporting

ESQUIRE SOLUTIONS and AG Design	77/917,516	Court reporting
ESQUIRE LITIGATION SERVICES and AG Design	77/917,124	Court reporting
ESQUIRE DEPOSITION SERVICES and AG Design	77/917,120	Court reporting
ESQUIRE CORPORATE SOLUTIONS and AG Design	77/916,719	Court reporting
MY ESQ.	3,940,320	Legal services
THE ESQUIRE GROUP	2,112,360	Placement of legal professionals
TMESQ	3,183,469	Legal services
THE ESQUIRE GROUP and Design	2,984,416	Placement of legal professionals
ASKESQUIRE	3,682,074	Legal services
ESQUIRE TIMEBOT	3,011,037	Legal software

(See printouts from the PTO database attached hereto as Exhibit A.)

The allowance of Applicant's sister ESQUIRE applications for publication earlier this year are a clear indication that the present Application should also be allowed to publish. Certainly, if the registrations for ESQUIRE DEPOSITION SERVICES, ESQUIRE SETTLEMENT SERVICES and THE ESQUIRE GROUP can all

peacefully co-exist, Applicant's



mark,

an Alexander Gallo Company, can also coexist.

C. The Marks Sound Different

Applicant's mark also generates a distinctly different sound and emphasis than that of the cited mark. It is well-established that sound is a vital factor in the likelihood of confusion analysis. Celanese Corp. v. Du Pont de Nemours & Co., 154 F.2d 143, 145 (C.C.P.A. 1946); Colgate-Palmolive Co., 432 F.2d at 1402; AMF Inc. v. Sleekcraft Boats, 599 F.2d 341, 351-52 (9<sup>th</sup> Cir. 1979). Specifically, Applicant's mark consists of fifteen syllables while the registered mark contains merely five. Certainly the average consumer can distinguish between a mark containing the distinctive fifteen syllable mark "ESQUIRE STAFFING SOLUTIONS AN ALEXANDER GALLO COMPANY," and Registrant's five syllable mark.

D. Consumers are Sophisticated

Applicant would like to next direct the Examining Attorney's attention to the Board's decision in Carefirst of Maryland Inc. v. FirstHealth of the Carolinas Inc., 77 U.S.P.Q.2d 1492 (TTAB 2005). The Board found that the relative sophistication of the parties favors the conclusion that

applicant's use of the FIRSTCAROLINACARE mark for health insurance claims administration services and health care maintenance organization services is not likely to cause confusion with opposer's CAREFIRST mark for similar services. See Carefirst, 77 U.S.P.Q.2d 1492 (TTAB 2005). In purchasing health care services, the Board recognized even ordinary consumers are likely to exercise greater care, and will know with whom they are dealing. See id. The Board stated that "...employees or dependents of purchasers of health care insurance services, as users of health care, necessarily must be concerned with and sophisticated about the extent of insurance coverage and related matters." See id. Clearly, when it comes to expensive, personal services, such as healthcare and legal services, consumers are likely to do their homework regarding who exactly is providing those services. The sophistication of Applicant's consumers and Registrant's consumers is so great therefore, that there exists no likelihood of confusion.

It is important to note that in selecting complicated, expensive, personal services such as legal related services, even ordinary consumers exercise a reasonably high level of care. See Amalgamated Bank v. Amalgamated Trust & Savings, 842 F.2d 1270, 6 U.S.P.Q.2d 1305, 1308 (Fed. Cir. 1988). Thus, the instant case is eminently distinguishable from the analysis of the purchasing care surrounding goods such as fresh produce and

biscuits that is seen in the case, In re Decombe, 9 U.S.P.Q.2d 1812 (T.T.A.B. 1988). Simply put, consumers are likely to be aware not only of the types of personalized services associated with legal services, but they will also be aware of the ultimate source of those services.

In the final analysis, this factor weighs heavily against a likelihood of confusion in the instant case.

E. Respective Services Differ

No likelihood of confusion exists between Applicant's mark and the cited mark, primarily because of significant differences in the nature of the services in which Registrant's mark and Applicant's mark are used. See In re E.I. DuPont de Nemours & Co., 476 F.2d 1357, 1361 (C.C.P.A. 1973).

The very marks themselves are suggestive of the respective services, where Applicant provides legal "STAFFING SOLUTIONS" Registrant provides real estate "SETTLEMENT SERVICES." As Registrant's name, identification and website at <esquiresettlementsva.com> show, Registrant's services are strictly related to real estate settlement services. Applicant conversely provides legal services in relation to staffing for litigation matters. Consumers are no more likely to look to Registrant for Applicant's staffing services, than they are likely to look to Applicant for real estate services. Simply

stated confusion is unlikely because neither Applicant nor Registrant can provide the others services.

Where two marks are used in mutually exclusive, likely-to-continue trade channels, there can be no likelihood of confusion. See In re E.I. du Pont de Nemours & Co., 177 U.S.P.Q. at 567. Further, where such trade channels facilitate a total lack of market interface between the goods and services and the marks used in connection therewith, there can be no likelihood of consumer confusion as to source. See id.

In this case, when read carefully, the marks and identifications differentiate Applicant's services from Registrant's, enough so that it is clear beyond a shadow of a doubt that consumers are not likely to be confused that the respective services emanate from the same source.

F. Extent of Potential Confusion is De Minimis

Where the scope and extent of any potential likelihood of confusion is de minimis, as opposed to substantial, there can be no support for a refusal pursuant to Section 2(d) of the Lanham Act. See In re E.I. du Pont de Nemours & Co., 117 U.S.P.Q. at 567. Accordingly, Applicant respectfully submits that where, as here, given the fact that Applicant's mark is separate and distinct and has the added distinctive "SOLUTIONS AN ALEXANDER GALLO COMPANY" and Design, the fact that the services are expensive and the consumers are sophisticated, there can be

little doubt that any likelihood of confusion here is de minimis. Further, given Applicant claim of ownership of its related ESQUIRE mark, ESQUIRE DEPOSITION SERVICES, in the final analysis, there is certainly no evidence to support the likelihood of confusion alleged by the Examining Attorney.

**III. CONCLUSION**

As all of the concerns of the Examining Attorney have been satisfied, Applicant respectfully requests that the subject mark be published for opposition.

Respectfully submitted,

ALEXANDER GALLO  
HOLDINGS, LLC

Dated: July 13, 2011

By: \_\_\_\_\_

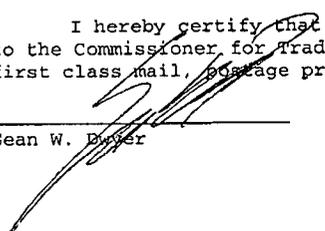
Timothy D. Pecsénye  
Sean W. Dwyer

Its Attorney

BLANK ROME LLP  
One Logan Square  
Philadelphia, PA 19103  
(215) 569-5539

CERTIFICATE OF MAILING

I hereby certify that this document is being deposited in an envelope addressed to the Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451, via first class mail, postage prepaid on July 11, 2011.

  
\_\_\_\_\_  
Sean W. Dwyer



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## Esquire Corporate Services

Word Mark	ESQUIRE CORPORATE SERVICES
Goods and Services	IC 045. US 100 101. G & S: Court reporting
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77917117
Filing Date	January 21, 2010
Current Filing Basis	1B
Original Filing Basis	NO FILING BASIS
Published for Opposition	June 21, 2011
Owner	(APPLICANT) Alexander Gallo Holdings, LLC LIMITED LIABILITY COMPANY GEORGIA 2700 Centennial Tower, 101 Marietta St Atlanta GEORGIA 30303
Attorney of Record	Timothy D. Pecsénye
Prior Registrations	2849968
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CORPORATE SERVICES" APART FROM THE MARK AS SHOWN
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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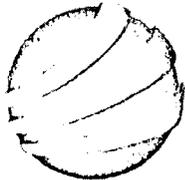
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**ESQUIRE**  
S O L U T I O N S

an Alexander Gallo Company

Word Mark	ESQUIRE SOLUTIONS AN ALEXANDER GALLO COMPANY
Goods and Services	IC 045. US 100 101. G & S: Court reporting. FIRST USE: 20090209. FIRST USE IN COMMERCE: 20090209
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters 26.19.01 - Spheres (geometric)
Serial Number	77917516
Filing Date	January 22, 2010
Current Filing Basis	1A
Original Filing Basis	NO FILING BASIS
Published for Opposition	June 14, 2011
Owner	(APPLICANT) Alexander Gallo Holdings, LLC LIMITED LIABILITY COMPANY GEORGIA 101 Marietta Street 2700 Centennial Tower Atlanta GEORGIA 30303
Attorney of Record	Timothy D. Pecsénye
Prior Registrations	2849968
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "COMPANY" APART FROM THE

**MARK AS SHOWN**

**Description of Mark** The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of a blue sphere with three blue and white bands on the sphere to the left of the word "ESQUIRE" over the word "SOLUTIONS" with a blue underline and with the wording "AN ALEXANDER GALLO COMPANY" written below in blue.

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Other Data** The name(s), portrait(s), and/or signature(s) shown in the mark identifies "Alexander Gallo", whose consent(s) to register is made of record.

**Live/Dead Indicator** LIVE

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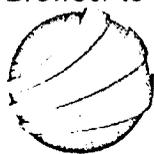
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**ESQUIRE**  
LITIGATION SOLUTIONS

an Alexander Gallo Company

Word Mark	ESQUIRE LITIGATION SOLUTIONS AN ALEXANDER GALLO COMPANY
Goods and Services	IC 045. US 100 101. G & S: Court reporting
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters 26.19.01 - Spheres (geometric)
Serial Number	77917124
Filing Date	January 21, 2010
Current Filing Basis	1B
Original Filing Basis	NO FILING BASIS
Published for Opposition	June 14, 2011
Owner	(APPLICANT) Alexander Gallo Holdings, LLC LIMITED LIABILITY COMPANY GEORGIA 2700 Centennial Tower, 101 Marietta St. Atlanta GEORGIA 30303
Attorney of Record	Timothy D. Pecsénye
Prior Registrations	2849968
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LITIGATION" AND "COMPANY" APART FROM THE MARK AS SHOWN

**Description of Mark** The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of a blue sphere with three blue and white bands on the sphere to the left of the word "ESQUIRE" over the word "LITIGATION SOLUTIONS" with a blue underline and with the wording "AN ALEXANDER GALLO COMPANY" written below in blue.

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Other Data** The name "Alexander Gallo" identifies a living individual whose consent is of record.

**Live/Dead Indicator** LIVE

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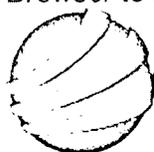
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**ESQUIRE**  
DEPOSITION SOLUTIONS

an Alexander Gallo Company

<b>Word Mark</b>	ESQUIRE DEPOSITION SOLUTIONS AN ALEXANDER GALLO COMPANY
<b>Goods and Services</b>	IC 045. US 100 101. G & S: Court reporting
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters 26.19.01 - Spheres (geometric)
<b>Serial Number</b>	77917120
<b>Filing Date</b>	January 21, 2010
<b>Current Filing Basis</b>	1B
<b>Original Filing Basis</b>	NO FILING BASIS
<b>Published for Opposition</b>	June 14, 2011
<b>Owner</b>	(APPLICANT) Alexander Gallo Holdings, LLC LIMITED LIABILITY COMPANY GEORGIA 101 Marietta St 2700 Centennial Tower Atlanta GEORGIA 30303
<b>Attorney of Record</b>	Timothy D. Pecsénye
<b>Prior Registrations</b>	2849968
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DEPOSITION" AND "COMPANY" APART FROM THE MARK AS SHOWN

**Description of Mark** The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of a blue sphere with three blue and white bands on the sphere to the left of the word "ESQUIRE" over the word "DEPOSITION SOLUTIONS" with a blue underline and with the wording "AN ALEXANDER GALLO COMPANY" written below in blue.

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Other Data** The name "Alexander Gallo" identifies a living individual whose consent is of record.

**Live/Dead Indicator** LIVE

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<b>Word Mark</b>	ESQUIRE CORPORATE SOLUTIONS AN ALEXANDER GALLO COMPANY
<b>Goods and Services</b>	IC 045. US 100 101. G & S: Court reporting
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters 26.19.01 - Spheres (geometric)
<b>Serial Number</b>	77916791
<b>Filing Date</b>	January 21, 2010
<b>Current Filing Basis</b>	1B
<b>Original Filing Basis</b>	NO FILING BASIS
<b>Published for Opposition</b>	June 14, 2011
<b>Owner</b>	(APPLICANT) Alexander Gallo Holdings, LLC LIMITED LIABILITY COMPANY GEORGIA 2700 Centennial Tower, 101 Marietta St Atlanta GEORGIA 30303
<b>Attorney of Record</b>	Timothy D. Pecsénye
<b>Prior Registrations</b>	2849968
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "COMPANY" APART FROM THE MARK AS SHOWN

**Description of Mark** The color(s) blue and white is/are claimed as a feature of the mark. The mark consists of a blue sphere with three blue and white bands on the sphere to the left of the word "ESQUIRE" over the word "CORPORATE SOLUTIONS" with blue underline and with the wording "AN ALEXANDER GALLO COMPANY" written below in blue.

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Other Data** "Alexander Gallo" identifies a living individual whose consent is of record.

**Live/Dead Indicator** LIVE

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**Typed Drawing**

<b>Word Mark</b>	ESQUIRE DEPOSITION SERVICES
<b>Goods and Services</b>	IC 042. US 100 101. G & S: provision of court reporting services. FIRST USE: 19971205. FIRST USE IN COMMERCE: 19971231
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	75491509
<b>Filing Date</b>	May 26, 1998
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	April 16, 2002
<b>Registration Number</b>	2849968
<b>Registration Date</b>	June 8, 2004
<b>Owner</b>	(REGISTRANT) Esquire Communications, Ltd. CORPORATION DELAWARE 216 East 45th Street New York NEW YORK 10017
	(LAST LISTED OWNER) Esquire Deposition Services, LLC CORPORATION DELAWARE 2700 Centennial Tower 101 Marietta Street Atlanta GEORGIA 30303
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Timothy D. Pecsénye
<b>Prior Registrations</b>	2426034
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DEPOSITION SERVICES" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Affidavit Text</b>	SECT 15. SECT 8 (6-YR).
<b>Live/Dead Indicator</b>	LIVE

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# My Esq.

**Word Mark** MY ESQ.  
**Goods and Services** IC 045. US 100 101. G & S: Legal services. FIRST USE: 20090712. FIRST USE IN COMMERCE: 20090712  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 85082832  
**Filing Date** July 12, 2010  
**Current Filing Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** January 18, 2011  
**Registration Number** 3940320  
**Registration Date** April 5, 2011  
**Owner** (REGISTRANT) International Legal and Business Services Group CORPORATION ILLINOIS 802 Woodfield Road, Suite G 400 Schaumburg ILLINOIS 60173  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ESQ." APART FROM THE MARK AS SHOWN  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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TARR Status ASSIGN Status TDR TTAB Status ( Use the "Back" button of the Internet Browser to return to TESS)

**Typed Drawing**

Word Mark THE ESQUIRE GROUP  
 Goods and Services IC 035. US 100 101 102. G & S: employment services, namely, temporary and permanent placement of legal professionals and related support staff. FIRST USE: 19970101. FIRST USE IN COMMERCE: 19970101  
 Mark Drawing Code (1) TYPED DRAWING  
 Serial Number 75203309  
 Filing Date November 25, 1996  
 Current Filing Basis 1A  
 Original Filing Basis 1B  
 Published for Opposition August 19, 1997  
 Registration Number 2112360  
 Registration Date November 11, 1997  
 Owner (REGISTRANT) Custom Counsel, Inc. CORPORATION MISSOURI 8860 Ladue Road, Suite 120 St. Louis MISSOURI 63124  
 (LAST LISTED OWNER) MPS GROUP, INC. CORPORATION FLORIDA 1 INDEPENDENT DR. JACKSONVILLE FLORIDA 32202  
 Assignment Recorded ASSIGNMENT RECORDED  
 Attorney of Record Thomas C. Saitta  
 Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GROUP" APART FROM THE MARK AS SHOWN

Type of Mark    SERVICE MARK  
Register        PRINCIPAL  
Affidavit Text   SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080617.  
Renewal         1ST RENEWAL 20080617  
Live/Dead  
Indicator        LIVE

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Word Mark	THE ESQUIRE GROUP
Goods and Services	IC 035. US 100 101 102. G & S: Temporary and permanent legal staffing and out placement services. FIRST USE: 19931231. FIRST USE IN COMMERCE: 19931231
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	26.09.02 - Plain single line squares; Squares, plain single line 26.15.02 - Plain single or multiple line polygons; Polygons (plain, single line)
Serial Number	75673770
Filing Date	April 1, 1999
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	May 24, 2005
Registration Number	2984416
Registration Date	August 16, 2005
Owner	(REGISTRANT) Esquire Search, Ltd. CORPORATION MINNESOTA 501 Marquette Avenue, Suite 1800 Minneapolis MINNESOTA 55402  (LAST LISTED OWNER) MPS GROUP, INC. CORPORATION FLORIDA 1 INDEPENDENT DR. JACKSONVILLE FLORIDA 32202

Assignment Recorded ASSIGNMENT RECORDED  
Attorney of Record KEVIN J JOHNSON  
Prior Registrations 2112360  
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GROUP" APART FROM THE MARK AS SHOWN  
Type of Mark SERVICE MARK  
Register PRINCIPAL-2(F)  
Live/Dead Indicator LIVE

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# ASKESQUIRE

**Word Mark** ASKESQUIRE

**Goods and Services** IC 045. US 100 101. G & S: Cartoon character licensing; Case management services, namely, coordination of legal, social and psychological services for domestically abused persons; Consulting and legal services in the field of privacy and security laws, regulations, and requirements; Consulting services concerning legal matters in the medical field; Legal document preparation and research services for attorneys; Legal research; Legal services; Legal services and legal consultation for medical imaging centers; Legal services, namely, preparation of applications for trademark registration; Legal services, namely, process serving; Legal Services, namely, providing customized information, counseling, advice and litigation services in all areas of employment and labor law for both employees and employers; Legal Services, namely, providing customized information, counseling, advice and litigation services in all areas of immigration law; Legal services, namely, providing legal consultation in the area of health issues by a legal nurse; Legal services, namely, trademark maintenance services; Legal services, namely, trademark searching and clearance services; Licensing of advertising slogans and cartoon characters; Licensing of architectural drawings to others; Licensing of computer software; Licensing of intellectual property; Mediation; Patent licensing; Providing a web site that features information on the development of international law, regulations, legal policies, and legal practices in a manner that promotes global governance by all types of organizations; Providing information relating to legal affairs; Registration of domain names for identification of users on a global computer network; Stock photography services, namely, leasing reproduction rights of photographs and transparencies to others. FIRST USE: 20080602. FIRST USE IN COMMERCE: 20080602

Standard Characters Claimed Mark

**Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 77499273  
**Filing Date** June 14, 2008  
**Current Filing Basis** 1A  
**Original Filing Basis** NO FILING BASIS  
**Published for Opposition** June 30, 2009  
**Registration Number** 3682074  
**Registration Date** September 15, 2009  
**Owner** (REGISTRANT) Glovin, Philip INDIVIDUAL UNITED STATES 1066 East 27th Street Brooklyn NEW YORK 11210  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# ESQUIRE TIMEBOT

<b>Word Mark</b>	ESQUIRE TIMEBOT
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: software application that allows for the entry of legal time and billing data from a wireless device. FIRST USE: 20030506. FIRST USE IN COMMERCE: 20030506
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78463473
<b>Filing Date</b>	August 6, 2004
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	August 9, 2005
<b>Registration Number</b>	3011137
<b>Registration Date</b>	November 1, 2005
<b>Owner</b>	(REGISTRANT) Zios Corporation CORPORATION PENNSYLVANIA 211 North Camac Street Philadelphia PENNSYLVANIA 19107
<b>Attorney of Record</b>	Peter T. Wakiyama, uire

Type of Mark      TRADEMARK  
Register            PRINCIPAL  
Live/Dead Indicator LIVE

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# TMESQ

Word Mark	TMESQ
Goods and Services	IC 042. US 100 101. G & S: Legal services. FIRST USE: 19981107. FIRST USE IN COMMERCE: 20021223
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78791227
Filing Date	January 13, 2006
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	September 26, 2006
Registration Number	3183469
Registration Date	December 12, 2006
Owner	(REGISTRANT) Maguire, William E. INDIVIDUAL UNITED STATES Suite 400 11500 W. Olympic Blvd. Los Angeles CALIFORNIA 900641525
Attorney of Record	William E. Maguire
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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