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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK AND TRIAL APPEAL BOARD

Applicant: Quad/Graphics, Inc.

Mark: IMPOZE

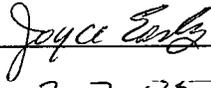
Serial No.: 78/079,036

Filed: August 14, 2001

Law Office No. 102

Examining Attorney: Michael Webster

I, Joyce Early, hereby certify that this paper or fee is being deposited with the United States Postal Service as first class mail on the date of my signature and is addressed to the Commissioner for Trademarks, P O Box 1451, Alexandria, VA 22313-1451.

  
Date: 7-7-05

APPLICANT'S REQUEST FOR REMAND

Box TTAB, NO FEE  
Commissioner for Trademarks  
P O Box 1451  
Alexandria, VA 22313-1451



07-11-2005

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #11

Applicant hereby requests that the Trademark Trial and Appeal Board remand the subject application to the United States Patent and Trademark Office as Applicant seeks to amend the application to assert a Section 2(f) claim pursuant to 15 U.S.C. § 1052(f). Applicant submits that such an amendment shall comply with a requirement previously made by the Examining Attorney. A copy of the Section 2(f) amendment filed with the United States Patent and Trademark Office is enclosed, along with the supporting declaration. This Request for Remand is made for good cause.

Dated this 7<sup>th</sup> day of July 2005.

**MICHAEL BEST & FRIEDRICH LLP**  
Attorneys for Applicant

By: 

Billie Jean Smith  
Lori S. Meddings

P.O. ADDRESS

100 East Wisconsin Avenue  
Milwaukee, WI 53202-4108  
Phone: (414) 271-6560

Atty. Ref.: 077047/9439

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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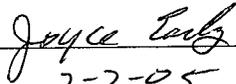
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Date: 7-7-05

**RESPONSE AND REQUEST FOR RECONSIDERATION**

Commissioner for Trademarks  
**Box RESPONSES—Law Office 102 - NO FEE**  
2900 Crystal Drive  
Arlington, VA 22202-3514

Applicant has sought to have its application remanded to the Examining Attorney for consideration of an amendment of the application pursuant to Section 2(f), 15 U.S.C. § 1052(f).

Applicant has used the mark IMPOZE since at least as early as January 1, 1991. As a result of Applicant's continuous and exclusive use of the mark for nearly 15 years, Applicant's mark has become distinctive, and has come to identify Applicant, Quad/Graphics, Inc. as the source of the goods associated therewith.

Applicant files herewith a declaration in support of its Section 2(f) claim.

For the foregoing reasons, Applicant respectfully submits that the refusal to register should be withdrawn, and that the application should be approved for publication.

**MICHAEL BEST & FRIEDRICH LLP**  
Attorneys for Quad/Graphics, Inc.

By:  7/7/05  
Billie Jean Smith  
Lori S. Meddings

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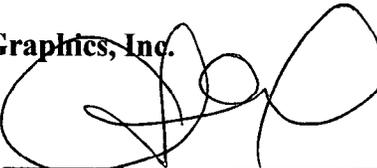
7-7-05

DECLARATION UNDER 37 C.F.R. SECTION 2.20 OF ANDREW R. SCHIESL

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment or both under 18 U.S.C. §1001 and that such willful false statements may jeopardize the validity of this application or any registration resulting therefrom, declares that he is properly authorized to execute this application on behalf of the applicant; the applied for mark has been used in commerce and was in use in commerce since at least January 1, 1991, the word IMPOZE has become distinctive of the goods through applicant's substantially exclusive and continuous use in commerce for at least the five years immediately before the date of this statement; he believes the applicant to be the owner of the mark sought to be registered; to the best of his knowledge and belief no other person, firm, corporation, or association has the right to use said mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods or services of such other person, to cause confusion, or to cause mistake, or to deceive; and all statements made herein of his own knowledge are true and all statements made on information and belief are believed to be true.

Quad/Graphics, Inc.

Signed: \_\_\_\_\_



Andrew R. Schiesl

Date: \_\_\_\_\_

7/7/05

Matter No. 077047-9439