

PTO Form 1957 (Rev 8/2005)

OMB Control #0651-0050 (Exp. 04/30/2006)

## Response to Office Action

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	78443706
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 107
<b>MARK SECTION (no change)</b>	
<b>ARGUMENT(S)</b>	
Request for Reconsideration	
<p>Class 35: The examiner requests a revision of the identification of services. Applicant submits a proposed revision for consideration. A Notice of Appeal is being filed, with a request for the Board to remand back to the examiner, for consideration of the revised description.</p> <p>Class 25: There is an outstanding rejection under Section 2(d). A Notice of Appeal is being filed with respect to this rejection.</p> <p>Classes 40 and 42: These classes are not rejected. Therefore, the Notice of Appeal is filed only with respect to classes 25 and 35.</p>	
<b>GOODS AND/OR SERVICES SECTION (025)(no change)</b>	
<b>GOODS AND/OR SERVICES SECTION (035)(current)</b>	
INTERNATIONAL CLASS	035
<b>DESCRIPTION</b>	
<p>Advertising services through all forms of media including but not limited to via online, television, radio, direct mail, or print advertisements to promote the goods and services of others; business management; business administration; office functions namely providing accounting finance, payroll and book keeping services, office support, namely clerical support, office administration, customer service and executive administrative support; wholesaling and retailing services for clothing, footwear, headgear, intimate apparel, and lingerie; operation of an online shopping service; providing and operating a global computer network for the transfer, dissemination and operation of e-commerce and real world business transactions; organization of exhibitions for commercial and advertising purpose; arranging and conducting of trade shows; demonstration of goods for advertising purposes; distribution of samples; market research; marketing studies; dissemination of advertising, advertising matter; rental of advertising space; modeling for advertising or</p>	

sales promotion, news clipping services; public relations; publicity; publicity agencies; information, advisory and consultancy services relating to business and management or business administration, including such services provided on-line or via the internet; product sampling; consultancy information and advisory services in respect of the aforesaid services; computerized on-line ordering services in the field of textile, clothing, clothing accessories, intimate apparel, headwear and footwear	
FILING BASIS	Section 1(b)
<b>GOODS AND/OR SERVICES SECTION (035)(proposed)</b>	
INTERNATIONAL CLASS	035
DESCRIPTION	
Advertising services through all forms of media including but not limited to via online, television, radio, direct mail, or print advertisements of others to promote their goods and services; business management; business administration; office functions namely providing accounting finance, payroll and book keeping services, office support, namely clerical services, office administration, customer service and executive administrative support; wholesale and retail services featuring textile, clothing, clothing accessories, footwear, headgear, intimate apparel, and lingerie; electronic wholesaling and retailing services via computer featuring textiles, clothing, clothing accessories, footwear, headgear, intimate apparel and lingerie; providing and operating a global computer network for the transfer, dissemination and operation of e-commerce and real world business transactions; organization of exhibitions for commercial and advertising purpose; arranging and conducting of trade shows; demonstration of goods for advertising purposes; distribution of samples; market research; marketing studies; dissemination of advertising, advertising matter; rental of advertising space; modeling for advertising or sales promotion, news clipping services; public relations; publicity; publicity agencies; consultation services in the field of business and management or business administration and e-commerce; providing information in the field of business, management and business administration, and e-commerce via the Internet; product sampling; consultation services in the field of product sampling; providing information in the field of product sampling; computerized on-line ordering services in the field of textile, clothing, clothing accessories, intimate apparel, headwear and footwear	
FILING BASIS	Section 1(b)
<b>GOODS AND/OR SERVICES SECTION (040)(no change)</b>	
<b>GOODS AND/OR SERVICES SECTION (042)(no change)</b>	
<b>SIGNATURE SECTION</b>	
RESPONSE SIGNATURE	/bsl/
SIGNATORY NAME	Bruce S. Londa
SIGNATORY POSITION	Attorney
SIGNATURE DATE	03/23/2006
<b>FILING INFORMATION SECTION</b>	

SUBMIT DATE	Thu Mar 23 09:53:29 EST 2006
TEAS STAMP	USPTO/ROA-209.123.186.22- 20060323095329906400-7844 3706-32033d88125508ea49dc 5607a403dd26d79-N/A-N/A-2 0060323094947497443

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OMB Control #0651-0050 (Exp. 04/30/2006)

### Response to Office Action

#### To the Commissioner for Trademarks:

Application serial no. **78443706** has been amended as follows:

#### Argument(s)

In response to the substantive refusal(s), please note the following:

Request for Reconsideration

Class 35: The examiner requests a revision of the identification of services. Applicant submits a proposed revision for consideration. A Notice of Appeal is being filed, with a request for the Board to remand back to the examiner, for consideration of the revised description.

Class 25: There is an outstanding rejection under Section 2(d). A Notice of Appeal is being filed with respect to this rejection.

Classes 40 and 42: These classes are not rejected. Therefore, the Notice of Appeal is filed only with respect to classes 25 and 35.

#### Classification and Listing of Goods/Services

##### Applicant hereby amends the following class of goods/services in the application as follows:

Current: Class 035 for Advertising services through all forms of media including but not limited to via online, television, radio, direct mail, or print advertisements to promote the goods and services of others; business management; business administration; office functions namely providing accounting finance, payroll and book keeping services, office support, namely clerical support, office administration, customer service and executive administrative support; wholesaling and retailing services for clothing, footwear, headgear, intimate apparel, and lingerie; operation of an online shopping service; providing and operating a global computer network for the transfer, dissemination and operation of e-commerce and real world business transactions; organization of exhibitions for commercial and advertising purpose; arranging and conducting of trade shows; demonstration of goods for advertising purposes; distribution of samples; market research; marketing studies; dissemination of advertising, advertising matter; rental of advertising space; modeling for advertising or sales promotion, news clipping services;

public relations; publicity; publicity agencies; information, advisory and consultancy services relating to business and management or business administration, including such services provided on-line or via the internet; product sampling; consultancy information and advisory services in respect of the aforesaid services; computerized on-line ordering services in the field of textile, clothing, clothing accessories, intimate apparel, headwear and footwear

Original Filing Basis: 1(b).

Proposed: Class 035 for Advertising services through all forms of media including but not limited to via online, television, radio, direct mail, or print advertisements of others to promote their goods and services; business management; business administration; office functions namely providing accounting finance, payroll and book keeping services, office support, namely clerical services, office administration, customer service and executive administrative support; wholesale and retail services featuring textile, clothing, clothing accessories, footwear, headgear, intimate apparel, and lingerie; electronic wholesaling and retailing services via computer featuring textiles, clothing, clothing accessories, footwear, headgear, intimate apparel and lingerie; providing and operating a global computer network for the transfer, dissemination and operation of e-commerce and real world business transactions; organization of exhibitions for commercial and advertising purpose; arranging and conducting of trade shows; demonstration of goods for advertising purposes; distribution of samples; market research; marketing studies; dissemination of advertising, advertising matter; rental of advertising space; modeling for advertising or sales promotion, news clipping services; public relations; publicity; publicity agencies; consultation services in the field of business and management or business administration and e-commerce; providing information in the field of business, management and business administration, and e-commerce via the Internet; product sampling; consultation services in the field of product sampling; providing information in the field of product sampling; computerized on-line ordering services in the field of textile, clothing, clothing accessories, intimate apparel, headwear and footwear

#### **Response Signature**

Signature: /bsl/ Date: 03/23/2006

Signatory's Name: Bruce S. Londa

Signatory's Position: Attorney

Serial Number: 78443706

Internet Transmission Date: Thu Mar 23 09:53:29 EST 2006

TEAS Stamp: USPTO/ROA-209.123.186.22-200603230953299

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