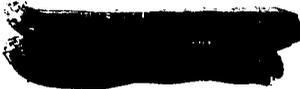


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**To:** Self Storage Association ([major@mwzb.com](mailto:major@mwzb.com))  
**Subject:** TRADEMARK APPLICATION NO. 78771764 - SSAI SELF STORAGE AS - SSA  
**Sent:** 11/11/2007 5:55:28 PM  
**Sent As:** ECOM111@USPTO.GOV  
**Attachments:** [Attachment - 1](#)  
[Attachment - 2](#)  
[Attachment - 3](#)  
[Attachment - 4](#)  
[Attachment - 5](#)

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**UNITED STATES PATENT AND TRADEMARK OFFICE****SERIAL NO:** 78/771764**MARK:** SSAI SELF STORAGE AS**CORRESPONDENT ADDRESS:**  
SCOTT J. MAJOR  
MILLEN WHITE ZELANO & BRANIGAN,  
PC  
2200 CLARENDON BLVD FL 14  
ARLINGTON, VA 22201-3386  
**RESPOND TO THIS ACTION:**  
<http://www.uspto.gov/teas/eTEASpageD.htm>**GENERAL TRADEMARK INFORMATION:**  
<http://www.uspto.gov/main/trademarks.htm>**APPLICANT:** Self Storage  
Association**CORRESPONDENT'S  
REFERENCE/DOCKET NO:**  
SSA  
**CORRESPONDENT E-MAIL ADDRESS:**  
[major@mwzb.com](mailto:major@mwzb.com)**OFFICE ACTION****ISSUE/MAILING DATE: 11/11/2007**

Responsive to the communication filed October 22, 2007.

The trademark examining attorney has carefully reviewed the request for reconsideration and is not persuaded by applicant's arguments. No new issue has been raised and no new compelling evidence has been presented with regard to the point at issue in the final action. TMEP §715.03(a). Accordingly, applicant's request for reconsideration is denied and the disclaimer requirement is continued. 37 C.F.R. §2.64(b); TMEP §715.04.

The application file will be returned to the Trademark Trial and Appeal Board for resumption of the appeal.

As discussed in the April 20, 2007 Office action, numerous trade associations in the self storage industry use the wording "self storage association" as part of their trademarks. Attached are additional examples of organizations using the wording "self storage association". Applicant's claim of long use, even as the "only national not-for-profit organization serving the self storage industry", is insufficient to establish acquired distinctiveness for what is apparently generic terminology, especially for the Class 35 services.

The arguments and evidence already of record are incorporated by reference.

/Hannah M. Fisher/  
Trademark Examining Attorney  
Law Office 111  
Phone: (571) 272-9160  
Fax: (571) 273-9111

**RESPOND TO THIS ACTION:** If there are any questions about the Office action, please contact the assigned examining attorney. A response to this Office action should be filed using the form available at <http://www.uspto.gov/teas/eTEASpageD.htm>. If notification of this Office action was received via e-mail, no response using this form may be filed for 72 hours after receipt of the notification. **Do not attempt to respond by e-mail as the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

**STATUS CHECK:** Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.



Alabama Self Storage Association

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**LINKS page - Other National & State organizations**

**ALSSA is a Alabama State association that was organized in 2004. This ALSSA**



association will help everyone in the Self Storage Industry in Alabama. A group with a strong, single voice is heard loud and clear in Montgomery, where a single owner is usually ignored.

#### ABOUT ALSSA

#### Our Mission Statement

- To provide a powerful network of information and a wealth of experience to those who are part of our wish to enter the self storage industry.
- To define and assert standards of excellence in the self storage industry within the state of Alabama
- To provide opportunities for members to increase their knowledge of the industry through research, discussion and the exchange of information
- To support, communicate and cooperate with the national Self Storage Association (SSA) as a chapter affiliate
- To protect our members from adverse legislative actions and monitor all legal cases involving self storage in the state

The Association is comprised of owners whose facilities range from one small building to multiple locations with thousands of units.

---

#### Our Goals

- To give each owner/operator a support system for dealing with problems such as building code issues, lien law problems, auctions, property tax strategies, manager education and industry visibility.
- To provide the vehicle to link the entire industry in Alabama by publishing membership directory and holding the "grassroots" seminars and membership meetings.
- To act as legislative watchdog.

[Application Sign Up Page](#) - Please Join Us.

---

#### Membership Benefits Members Only Page

- Annual membership meetings (two per year plus EXPO)
- State rental agreement online for Alabama
- State lien law for Alabama
- Names, addresses and phone numbers for all members

- Names, addresses and phone numbers for all members
- Certificate and Code of Ethics
- Legislative Voice and Legislative/Legal issue alert
- Access to ALL past Newsletters on-line
- Networking opportunities
- Elevate professionalism in our industry

If you wish to contact an officer of our organization, here is a list.



• M.D. Smith, President

[SmithStorell.com](http://SmithStorell.com)  
307 Clinton Avenue, Suite 100  
Huntsville, AL 35801  
Phone (256) 536-8521, ext. 103  
Fax (256) 536-8282  
Email: [mdsmith@hiwaay.net](mailto:mdsmith@hiwaay.net)



• Keith Vaughan, Vice President

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Mobile Alabama 36602  
251-432-0123  
251-432-0345 fax  
Email: [proctolst@man.com](mailto:proctolst@man.com)



• Stuart LaGroue, Treasurer

Omega Properties  
150 Government Street  
Suite 1003A  
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## SAVE THE DATE!

### NOVEMBER

Arizona Self Storage Association Regional Seminar	Tucson, AZ. Call (480) 838-6780	November 8, 2007
Texas Self Storage Association-Self-Storage Academy	Corpus Christi, TX. Call (888) 259-4902	November 13, 2007
SSA-UK Conference and Exhibition Heilidon Lakes	Northamptonshire, UK. Call +44 (0)1270-623150	November 13-14, 2007
Pennsylvania Self Storage Association Owners Session and Operations MCC Module	Philadelphia, PA. Call (800) 599-8816	November 15, 2007
Kansas Self Storage owners Association Fall Educational Seminar	Crestview Country Club Wichita, KS. Call (816) 587-0227.	November 15, 2007
New York Self Storage Association Educational Seminar	Manhattan Mini New York City, NY. Call (518) 462-3333	November 16, 2007
Texas Self Storage Association Luncheon	Dallas, TX. Call (888) 259-4902	November 29, 2007

### 2008

#### JANUARY

Maine Self Storage Assoc. Laugh Your Way Through the Chaos	Muddy Rudder Yarmouth, ME. Call 207-490-1160.	January 17, 2007
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#### FEBRUARY

How To Invest In Self-Storage

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10/17/2007  
USStorageSearch.com  
Announces 'Internet  
Marketing Challenge'

## Industry Veterans Form Self-Storage Association of Michigan

Posted on: 08/29/2007

PRINT

Approximately 25 self-storage owners and operators have banded together to form the Self-Storage Association of Michigan (SSAM), the first organization supporting the industry in the state. The members met in the spring to fund the start-up and nominate a board of directors. On August 3, the new board gathered in Okemos, Mich., for its inaugural meeting. The group established a mission statement, adopted bylaws and elected officers.

The board of directors includes Dan Morris of Fidelity Bank as president; Maurice Pogoda of Pogoda Cos. as vice president; Jon Hutto of Hutto Investments as secretary; and Mark Floria of Sperry Van Ness as treasurer. The other board members are David Leonard of Grand Central Self Storage, Kevin Cannon of Simply Self Storage and Brian Lott of Lott Insurance Agency.

"Most major industries have trade associations," said Morris. "As owners, operators and associates, it is time to unite our industry and provide state representation for the new association members."

The SSAM will have a working relationship with the Michigan Manufactured Housing, Recreation Vehicle and Campground Association (MMH & RVCA). This 65-year-old association will share its building, administrative services and legislative expertise with the new start-up, including the guidance of its veteran Executive Director Timothy J. DeWitt.

"We realized that we had 20 existing MMH & RVCA members who were also involved in the self-storage industry, but lacked representation," commented DeWitt. "It was a natural fit. Together with the board and founding members, I feel we can build an association that will help Michigan's self-storage industry expand and prosper."

Michigan has approximately 1,500 storage facilities, making it one of the top 10 states in terms of industry square footage. The SSAM works to improve the business climate for its members and encourage growth in all areas of the industry through legislation, education and marketing. For more information, call 888.308.SSAM, visit [www.selfstorageemichigan.com](http://www.selfstorageemichigan.com).

Post a comment

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**To:** Self Storage Association ([major@mwzb.com](mailto:major@mwzb.com))  
**Subject:** TRADEMARK APPLICATION NO. 78771764 - SSAI SELF STORAGE AS - SSA  
**Sent:** 11/11/2007 5:55:29 PM  
**Sent As:** ECOM111@USPTO.GOV  
**Attachments:**

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**IMPORTANT NOTICE**  
**USPTO OFFICE ACTION HAS ISSUED ON 11/11/2007 FOR**  
**APPLICATION SERIAL NO. 78771764**

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