

From: Meier, Sharon

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To: TTAB E filing

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 79114998 - BOOKING.COM - 096981-0113 - Request for Reconsideration Denied - Return to TTAB - Message 12 of 41

Attachment Information:

Count: 7

Files: web11-4.jpg, web11-5.jpg, web12-01.jpg, web12-02.jpg, web12-03.jpg, web12-04.jpg, web12-05.jpg

...with many, stepping by price, season, length and whether the loyalty programs of the booking sites give hotel benefits regardless of brand and let you earn points at independent boutique properties.

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booking other tourist activities through the site, such as tickets to Disney World, and began offering 500-point bonuses for booking with mobile devices.

Consumers who book with mobile devices tend to book closer to when they travel and are more certain to buy than just shop, so sites like Expedia are eager to drive customers to mobile devices. Once consumers get a booking site's app, they are more likely to stay loyal to that site. Expedia is so eager, it is temporarily offering triple points on top of the 500-point bonus for mobile bookings. Expedia also reduced the minimum number of points needed to redeem a discount certificate to 3,500 from 7,000. For 3,500 points, you get a \$25 coupon.

Hotels.com says it has 10 million people registered for its Welcome Rewards program. Many customers use the credit they earn after 10 stays to buy a more expensive room and pay the price difference, the company said.

Milton Lai, senior director of global loyalty, says the program has paid out about 2 million free nights since it began in 2008. "Giving 10% back is not cheap at all," Mr. Lai said. "Based on research, we were banking on getting enough repeat business back to cover the cost, and we've been able to do that."

Write to Scott McCartney at middleseat@wsj.com

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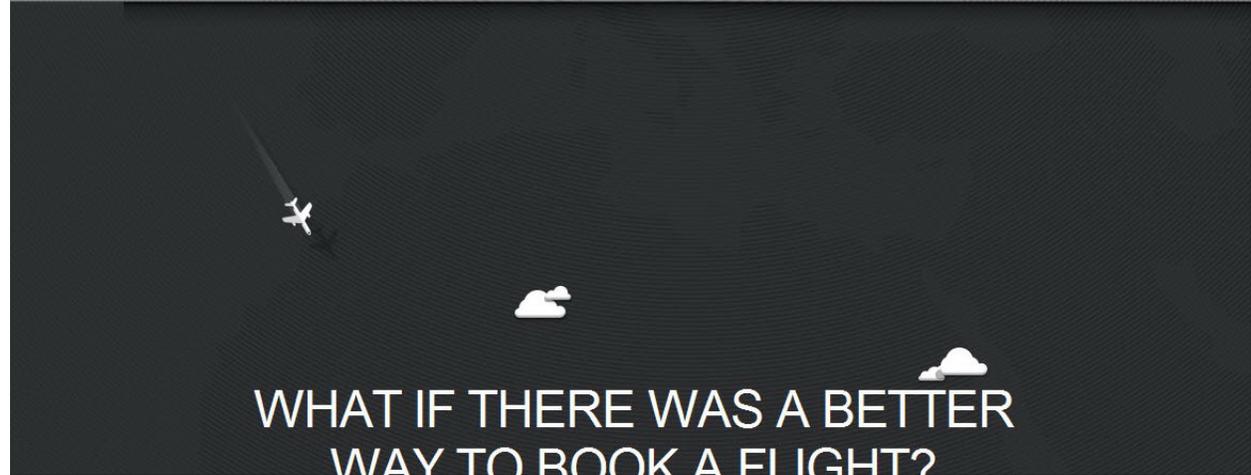
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Is This The Future of The Airline Website?

THE FUTURE OF THE AIRLINE WEBSITE?



Arlanda
Stockholm



WHAT IF THERE WAS A BETTER WAY TO BOOK A FLIGHT?

WAY TO BOOK A FLIGHT?



According to J.D. Power, eighty-seven percent of travelers used the Internet for the bulk of their travel planning in 2012, yet the online booking experience being offered by modern airlines is still stuck in the 90s. Inspired by the opportunity to bring progressive disruption to this huge marketplace, we reviewed all major airline websites, and graded them against

design and usability criteria including: information architecture, interaction design and visual design. The results were disheartening. We believe that unless the airlines take drastic measures to improve their digital experiences, third-party sites like Kayak and Expedia will continue to eat into their profits. So we launched an experiment to explore, "what if?"

The video player displays a slide with the following content:

- Weather icon: A red square with a white cloud and rain, containing the text "14°".
- Location: "United States San Francisco".
- Text: "IS THIS THE FUTURE OF THE AIRLINE WEBSITE?".
- Call to Action: A large red button with the text "Let's Go Flying".

At the bottom of the video player, there is a play button, a progress bar showing "02:28", and an "HD" indicator.

WHAT IF AIRLINES VALUED DIGITAL USER EXPERIENCE?

In today's digital world we value speed and simplicity. This is what enables one-click shopping and real-time updates on everything from world news to what your friend had for lunch. But somehow the potentially engaging activity of booking a flight is actually quite the opposite. What would an engaging airline site look like?

Utility

Imagine a simple search function that is flexible based on your specific needs.

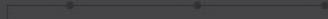


Presentation

Imagine static text and form fields replaced with relevant, attractive imagery and simple, intuitive toolsets.

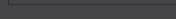
Navigation

Our ideal airline website would offer icon-driven navigation to say more in less space.



Discovery

Beyond utility, imagine an experience that encourages exploration and discovery of limitless options.



WHAT IF AN AIRLINE'S WEBSITE ENHANCED THEIR BRAND?

An innovative and useful online experience can directly and positively impact the bottom line. Faced with a delightful user experience, brand value grows exponentially in the mind of the customer. Increased brand value equates to greater brand loyalty, leading to increased repeat and referral business.

Intelligent

It's easy to know where the user is located. Why not offer them intelligent options that save them time and needless steps?

Aware

Deals happen. Let's offer the best possible prices in real-time, based on the user's location and preferences.

Paris

Berlin

Suggestive

Users likely arrive with a particular intention. Along the way let's encourage exploration by suggesting relevant options they may not have considered.

Vienna

Sicily

WHAT IF AN AIRLINE WEBSITE
PLAYED TRAVEL AGENT?