

From: Meier, Sharon

Sent: 7/27/2014 7:14:02 AM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 79114998 - BOOKING.COM - 096981-0113 - Request for Reconsideration Denied - Return to TTAB - Message 13 of 41

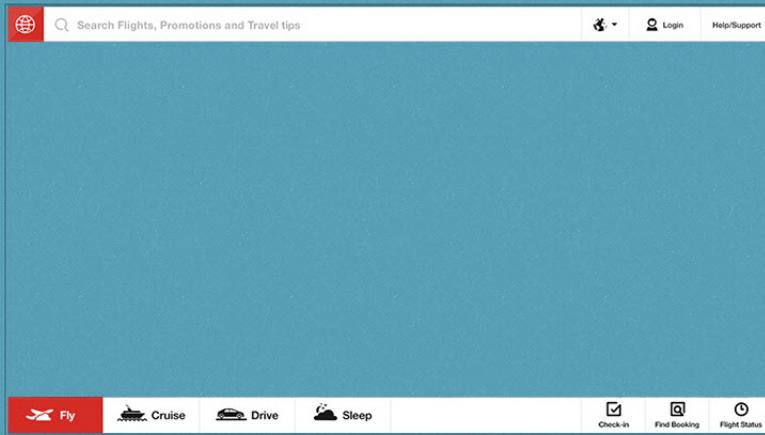
Attachment Information:

Count: 11

Files: web12-06.jpg, web12-07.jpg, web12-08.jpg, web12-09.jpg, web12-10.jpg, web12-11.jpg, web12-12.jpg, web12-13.jpg, web12-14.jpg, web12-15.jpg, web12-16.jpg

PLAYED TRAVEL AGENT ?

The days of walking into a brick-and-mortar travel agency, and increasing the cost of your trip with related fees, are long gone. But that role of helpful advisor is now missing in the online travel space. What if an airline site offered me intelligent options to consider based on a small amount of information I provided?



1 MAP WITH FLIGHT BOOKING TOOL

2 PROMOTIONS AND SPECIAL OFFERS

3 INTERACTIVE GRID WITH INSPIRING OFFERS

Make it Social

It's high time modern airline sites get onboard and enhance their experiences with social components, thereby driving loyalty, and referral business.

Thomas shared a trip

"My first day in HK. Amazing city and nice hotel. Thank you!"

Tweeted from
Hong Kong, China

Partnerships

Hotels are key to almost any journey where flight is required. Let's embrace the hotel industry and offer a more cohesive booking experience.

Find a Hotel for
your Trip

Amazing city
you!"

Expand the Vision

Imagine the airline site's role evolving into trusted advisor, incorporating all sorts of information related to the trip at hand.

Customized Experience

Let's offer smart filtering options so the interface is infinitely flexible, and tailored to each specific user.

City Guides

Discover hidden spots with our City Guides



It should be way
without requiring
Intelligent Ass
Answer a few qu
customized list of

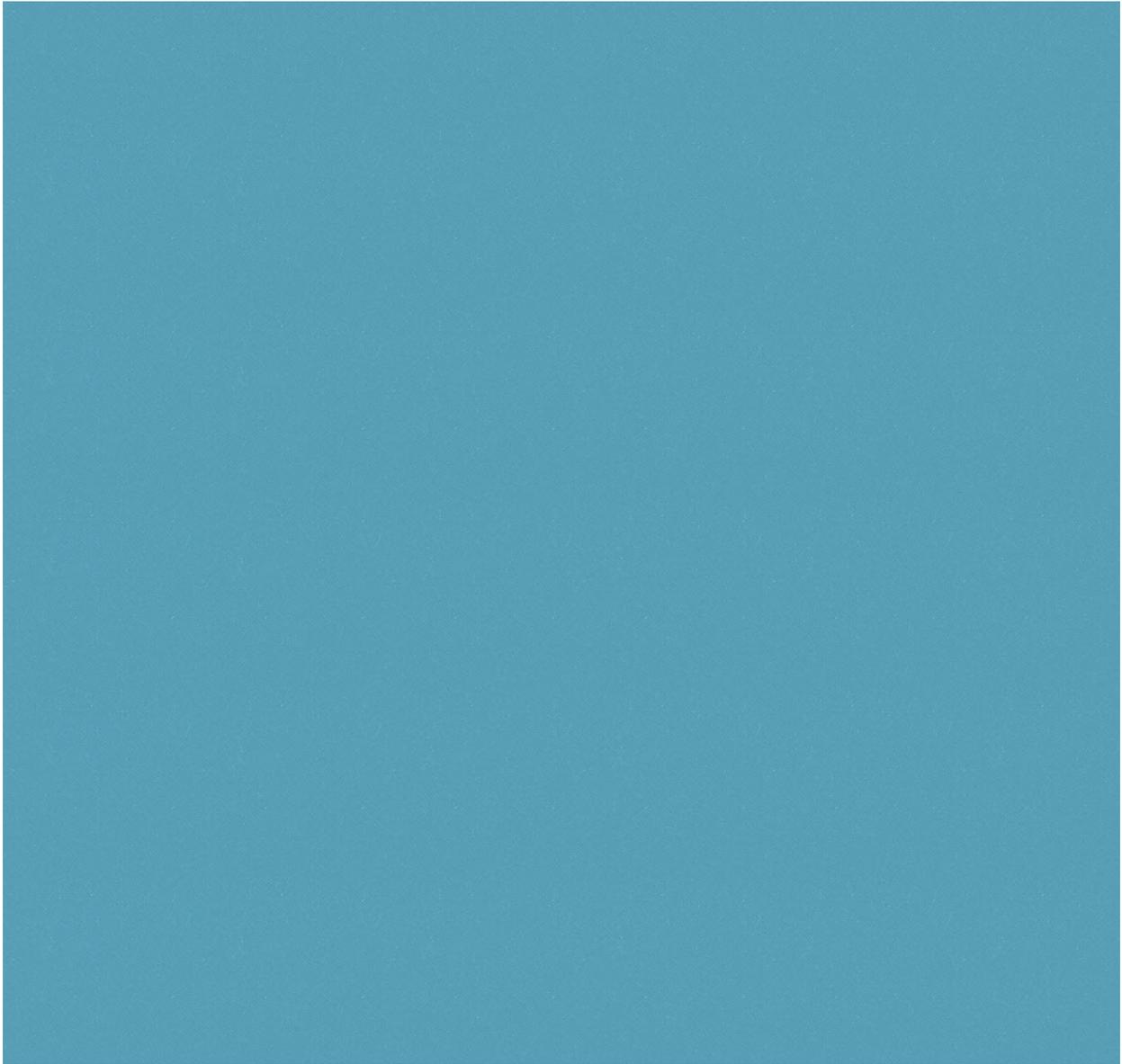
City Guides

Discover hidden spots with our City Guides

Cope
Stoc
New

Can You Picture It?

Imagine stunning high-definition images paired with insightful, useful information about the various destinations you're considering.



CAN WE MAKE THE BOOKING PROCESS MORE PLEASANT?

Airline bookings evolved from paper and fax machines to online website containers. Unfortunately that is how they remain to this day – essentially clunky and disjointed design that never progressed beyond basic utility.

Most bookings are round trips. Let's offer that as the default, including origination data, based on the user's current location.

Round Trips

1 CHOOSE
ROUTE

2 SELECT
A DATE

3 ENTER
PASSENGER

4 SEARCH



Multi-City Flights

Globetrotting customers represent the highest value to an airline. Let's give them an intelligent

Let's give them an intelligent, interactive experience for plotting multi-city itineraries worthy of the 21st century.

Maximum Flexibility

Imagine clicking on Barcelona, dragging it to Rome and seeing flight times and weather reports update accordingly.

Smooth Interactions

A site's interactions should be as easy to use as they are easy on the eyes.



Clear Options

A visually represented set of complicated options becomes much easier to comprehend and navigate.

Interactive Flight Map

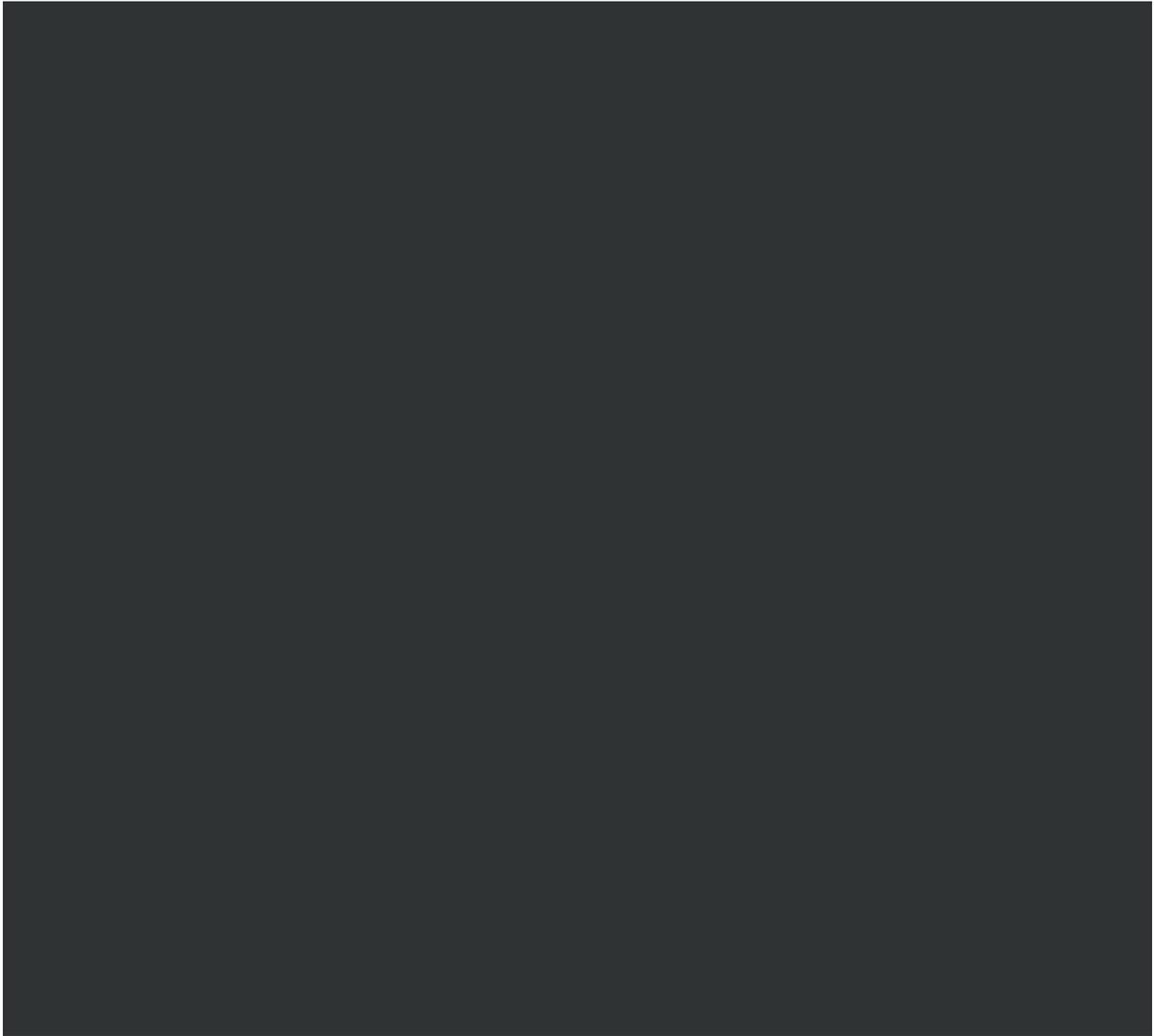
Flight times, number of stops, departure and destination weather, offered at a glance.

Intuitive Filters

Easily filter your results by various criteria with visual feedback.

Comparative Pricing

Quickly sort, compare, decide and buy.



Simplicity is key.

WHAT IF UTILITY WAS BEAUTIFUL, AND TIMELY?

Third-party independent applications represent the current cutting-edge of time-based travel information feeds. For airlines to carve their own niche in this massive space they need to push the industry forward by setting an example based on beautiful utility. Agile, responsive interfaces offer quick and timely access to the most pertinent information at exactly the right time. This is what today's traveler wants, needs, and expects.

Timely Assistance

When flight delays threaten connections, travelers need fast, reliable flight information. Let's present that information in a clean, clear way for maximum utility.

Informed Interface

A few clicks should provide quick and relevant details based on your current itinerary. Once you're a customer in the system, the site becomes your concierge.

Breezy Check-In

Checking in to your flight is more than just stating your arrival. Real-time options should offer upgrades and upsell choices that serve both the customer's and the airline's interests.