

From: Meier, Sharon

Sent: 7/27/2014 7:13:50 AM

To: TTAB E Filing

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 79114998 - BOOKING.COM - 096981-0113 - Request for Reconsideration Denied - Return to TTAB - Message 4 of 41

Attachment Information:

Count: 5

Files: web4-1.jpg, web4-2.jpg, web4-3.jpg, web4-4.jpg, web4-5.jpg



Category	1	2	3	4	5	6	7	8	9	10
Booking Options										
Travel Bundles	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Airfare	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Hotel	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Car Rental	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Cruise	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Deals Finder	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Flight Search Options										
Searched Average	\$727.92	\$715.63	\$905.84	\$701.95	\$667.92	\$762.11	\$666.05	\$736.29	\$796.22	\$675
Multiple Destinations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Layover and Transfer Details	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Flight Time Preference	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Non-Stop Flights	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Preferred Airline	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Preferred Class	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Hotel Search Options										
Near Address	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Point of Interest	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Guest Ratings or Reviews	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sort by Price	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sort by Distance	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sort by Amenities	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sort by Star Rating	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sort by Hotel Chain	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ease of Use										
Email Confirmation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Comparative Rates	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Predictive Destination Pop-Ups	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Calendar Style Date Selection	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Book Specific Dates	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Search Flexible Dates	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Travel Reminders	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Additional Features										
Travel Insurance	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mobile App	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Check Flight Status	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Manage Itinerary	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Earn Frequent Flyer Miles	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Rewards Program	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Travel News or Blog	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Help & Support										
FAQs	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Telephone Support	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Email Support	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Live Chat	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

* These averages were calculated differently because either the sites didn't offer comparable flights or the site format didn't allow for direct comparison of flight pricing

Online Travel Sites Review

By Katherine McEntire



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Why Online Travel Sites?

More and more, [online](#) travel sites are taking the place of traditional travel agencies. With these web services, you can search for airline tickets, hotels, cruises and package deals to anywhere in the world. This is a much more direct and convenient way to book multiple reservations than working through a travel agent or contacting airlines, hotels and rental agencies independently.

[Websites](#) like [Orbitz](#), [CheapTickets](#) and [Travelocity](#) work with airlines and hotels to get the lowest prices down to the last minute. Some sites act as a search engine for travel while others list their own prices with booking fees and [taxes](#) included. Many sites give you an option to compare prices with larger sites, so you can catch the best deals no matter where you start your search. For more information, check out our [articles about online travel sites](#).

Online Travel Sites: What to Look For

The best online travel sites have a variety of travel plans, options and packages. You'll want to look for sites that offer basic reservations for flights, cruises, hotels and rental cars. Some sites also offer offbeat vacations like safaris. The best online travel sites are easy to use and offer plenty of customization, so you can book exactly what you want for the time and place you want to visit. We researched and ranked online travel sites based on the following categories:

Booking & Search Options

Most of the online travel sites we reviewed provide booking for flights, hotels, rental cars and cruises almost anywhere in the world, but some of these sites also provide extras like travel bundles and deals finders. Before booking, look out for small print that may indicate if a ticket or reservation is refundable or comes with a cancellation [fee](#). Most online travel sites will indicate when a hotel allows free cancellation in case your plans fall through. When you select a travel bundle, you can pay for multiple tickets at once for a discounted price, so you can book your flight to Las Vegas and hotel on the strip in the same click.

But all these booking options won't be useful if you can't find what you're looking for in the sea of options. The best travel websites will limit the number of searches you have to conduct by providing plenty of details on their homepage about how to search the site. Sites that let you customize your results based on factors like flight class, hotel star rating or a rental car's transmission type let you eliminate all the options that don't work for you, making it easier to find exactly what you need.

Ease of Use

Let's be honest, sometimes booking travel can be a real headache. Without a travel agent, issues may come up that you'll need to deal with. To avoid a throbbing temple, look for online travel sites with features that minimize the potential for headaches and issues. For example, most sites will send you email confirmation after booking, so you know the job is complete. Other helpful features like predictive popups, calendar-style date selection and flexible dates make booking easier whether you're flying, cruising, driving or sleeping.

However, be aware that most travel websites charge hefty [fees](#) for cancellation or changes in itineraries. You'll want to make sure your plans are solid before booking. At the very least, be familiar with

literatures. You'll want to make sure your plans are solid before booking. As the very least, we recommend that the terms of agreement before booking so you know if your plans are refundable or not.

Additional Features

Several of the sites we reviewed offer loyalty programs like frequent flyer miles and rewards programs. These kinds of features from online travel sites can save you money and add extra perks to your travel plans.

If you're planning on a long international trip, look for services that provide some kind of travel insurance to keep you, your family and possessions safe, especially if you're traveling internationally. When you purchase a policy through an online travel site, you'll only be covered for the duration of your trip. Common coverage includes items ranging from emergencies like medical expenses and transport to travel-related headaches like baggage loss. Rental car companies offer similar insurance for their vehicles that cover damage or theft up to \$40,000 for just a little more money tacked onto the rental price.

Some online travel sites have mobile applications that can assist you with booking, checking reservation statuses and catching last-minute travel deals to your dream destinations. While the mobile platforms vary from website to website, most of the travel services we reviewed provide an app for iOS.

Help & Support

Good support is crucial to the best online travel sites. Not only does a site need multiple methods of contact, like phone, live chat or email, you'll also want to keep an eye out for FAQs sections. These pages provide the answers to the online travel site's most common queries. This is a good source to find basics about topics like cancellation, plan changes and refunds.

In the end, online travel sites make it easy to book multiple reservations like flights, hotels and rental cars in one fell swoop. Websites like these are especially good if you're a deal hunter or frequent flyer. Using a mobile app, you can catch last minute deals and check the status of your travel plans from the palm of your hand so you have more time to enjoy the dream vacation you've been planning.

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Orbitz

Orchestrating smooth travel takes a lot more than packing sunscreen and a towel. Online travel sites like Orbitz work as mediators between businesses like hotels and airlines and customers like you.



[Travel Hacks: How to Pack Everything](#)

It's tempting to take all your clothes with you on vacation, but packing smart and packing light will save you money and a headache. Read our article on travel hacks for more.

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Why Use Online Travel Sites?

Online travel sites make it easy to find the best deals on airline flights, hotel rooms, cruises and all other aspects of travel. They offer a lot of benefits. For example, if you've just learned that...



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