

From: Tooley, David

Sent: 12/13/2013 10:03:24 AM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 79115255 - SEASTAR - 218537-33515 - Request for
Reconsideration Denied - Return to TTAB - Message 3 of 4

Attachment Information:

Count: 6

Files: lowrance1-2.jpg, lowrance2-1.jpg, lowrance2-2.jpg, lowrance3-1.jpg, lowrance3-2.jpg, lowrance-1.jpg

Offroad

A hands-down favorite among offroad racers for more than 10 years, Lowrance GPS chartplotters provide reliable precision and functionality, in addition to an incredibly bright view.

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Activity	Type	Series	Support	News Events Login Required	My Account Contact Us Where to Buy Shop Lowrance Clothing Special Offers
Fishing	Fishfinder/Chartplotter	HDS Gen2 Touch	Video Library		
Cruising	Chartplotter	HDS Gen2	Register Product		
Paddlesports	Fishfinder	Elite	Advantage Service	Partner Portal	
Ice Fishing	Weather/Entertainment	Mark	Warranty/Service Info	Asset Bank	
Outdoor	NMEA 2000	X Series	Software Updates		
Offroad	VHF/AIS	Insight HD & Pro	Legacy Products		
	Mapping		Sonar Log Viewer		
	Broadband Radar		Emulators		
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Broadband Radar

Lowrance HDS® combines with revolutionary Broadband Radar™ technology for the ultimate navigation system.



Broadband Radar™

Introducing a revolutionary radar system unlike anything else on the recreational boating market. Utilizing solid-state technology, these breakthrough radar solutions provide superior target detection and separation, ease of operation, and a new level of navigational safety to a wide range of boats.

The exclusive technology and performance characteristics of Broadband Radar™ make these products an ideal match for most any vessel. Unparalleled resolution and discrimination make it an ideal complement to large radar systems on power and sailing yachts. User-friendly operation makes it an ideal primary radar for small to medium-sized vessels. Its small size, minimal power requirements and safer transmission energy levels open up the advantages of sophisticated radar to all boats.

Broadband 3G™ Radar
USD MSRP: \$1,299.00



Broadband 4G™ Radar
USD MSRP: \$1,899.00



to all Doats.

Lowrance offers two Broadband Radar™ choices; the outstanding Broadband 3G™ Radar and the brand-new, truly exceptional Broadband 4G™ Radar.

Broadband 3G™ Radar or Broadband 4G™ Radar?

	Multi-function Display	Unrivaled Short-Range	InstantOn™	Zero Radiation Hazard	Low Power Consumption	Auto-Clarity Modes	Dual Guard Zones	Beam Shaping	Advanced Clutter Rejection	Rotation Speed	Max. Range Scale
3G	HDS*	✓	✓	✓	✓	✓	✓			36 RPM	up to 24nm
4G	HDS*	✓	✓	✓	✓	✓	✓	✓*	✓	36 RPM	up to 36nm

Broadband Radar™ Essential Guide

- Advantages of Broadband Radar™.
- What's new for Broadband 4G™ Radar?
- Installation options

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Activity

- Fishing
- Cruising
- Paddlesports
- Ice Fishing
- Outdoor
- Offroad

Type

- Fishfinder/Chartplotter
- Chartplotter
- Fishfinder
- Weather/Entertainment
- NMEA 2000
- VHF/AIS
- Mapping
- Broadband Radar

Series

- HDS Gen2 Touch
- HDS Gen2
- Elite
- Mark
- X Series
- Insight HD & Pro

Support

- Video Library
- Register Product
- Advantage Service
- Warranty/Service Info
- Software Updates
- Legacy Products
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GPS Handheld

The versatility of a handheld GPS device cannot be beat.



GPS Handheld

[Endura Out&Back](#)
USD MSRP: \$199.00



[Endura Safari](#)
USD MSRP: \$299.00



Outdoors enthusiasts use them for hunting, fishing, offroading, as a backup to their chartplotter or multifunction device on a boat, and countless other uses and situations.

When situational awareness is needed for a number of activities, a handheld GPS is the perfect solution, and the Lowrance Endura Series is the ideal handheld GPS. Know your location, altitude and bearing. Mark areas like trails, food plots, wildlife activity, fishing hotspots and other locations that are important to your outdoor lifestyle. With the Endura, you have the tools you need to make the most of any excursion.

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Offroad	VHF/AIS	Insight HD & Pro	Legacy Products		
	Mapping		Sonar Log Viewer		
	Broadband Radar		Emulators		
			Product Manuals		

Fishfinder / Chartplotter Combos

Lowrance leads the way to help you find fish and find your way precisely, easily, better



Fishfinder / Chartplotter

The fishfinder / chartplotter combines two core marine electronics technologies into one easy-to-use, integrated system.

Fishfinder

Use the fishfinder for a real-time view of baitfish and game fish beneath or to the side of your boat.

[HDS-9 Gen2 Touch](#)
USD MSRP: \$2,449.00



[HDS-7 Gen2 Touch](#)
USD MSRP: \$1,549.00



[HDS-12 Gen2 Touch](#)
USD MSRP: \$3,249.00



[HDS-10 Gen2](#)
USD MSRP: \$2,249.00

