

From: Tooley, David

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

To: TTAB E Filing

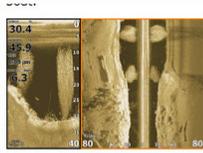
CC:

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

Attachment Information:

Count: 8

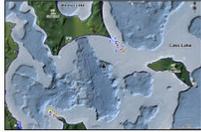
Files: lowrance-2.jpg, lowrance-3.jpg, magellan1-1.jpg, magellan1-2.jpg, magellan1-3.jpg, magellan1-4.jpg, magellan2-1.jpg, magellan2-2.jpg



Find key fish-holding structure such as rocks, sunken roads and wrecks.
Pinpoint transitions in weed growth and bottom composition, as well as water temperature (thermocline), which often indicate the location of fish.

Chartplotter

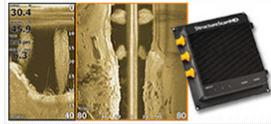
Use the chartplotter to reveal your boat's current location and course on inland, inshore or offshore waters - with the added visual support of depth readings, contours and navigational aids.



Place waypoints on fishing hotspots as well as navigational hazards. Plot courses, follow depth contours or create trails of your boat's path - all for the peace of mind knowing that you can safely navigate with confidence.

For greater mapping definition, all Lowrance chartplotters are compatible with detailed mapping solutions available on microSD card, such as Lowrance Insight, Fishing HotSpots PRO and Navionics.

Performance Plug-ins for HDS



StructureScan HD sonar imaging system delivers greater resolution and wider range for enhanced underwater images.

GoFree Wireless ⓘ



LWX-1 Sirius Satellite Radio ⓘ

Broadband Radar ⓘ



Engine / NMEA 2000® ⓘ

SonicHub ⓘ



VHF / AIS ⓘ

HDS-8 Gen2
USD MSRP: \$1,649.00



HDS-7 Gen2
USD MSRP: \$949.00



HDS-5 Gen2
USD MSRP: \$649.00



Elite-7 HDI
USD MSRP: \$699.00

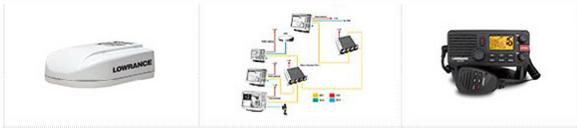


Elite-7 Broadband
USD MSRP: \$599.00



Elite-5 HDI
USD MSRP: \$449.00





[Elite-4 DSI](#)
USD MSRP: \$349.00



[Elite-4](#)
USD MSRP: \$299.00



[Mark-4](#)
USD MSRP: \$199.00



[Tweet](#) 67 [G+](#) 1 [Like](#) 184 [email](#)

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
Sonar Log Viewer
Emulators
Product Manuals

News

Events
Login Required
Partner Portal
Asset Bank

My Account

Contact Us
Where to Buy
Shop Lowrance
Clothing
Special Offers



World of Navionics

Outdoor Navigation > World of Navionics >

World of Navionics

MAGELLAN WELCOMES YOU TO THE WORLD OF NAVIONICS



Boating is much more than navigating from A to B, and Navionics is much more than award winning cartography. In fact, Navionics is a world of products that enhance your enjoyment on and off your boat. Whether you are contemplating your next outing or you are happily underway, Navionics works together with your Magellan eXplorist® handheld GPS to facilitate planning, checking charts, and

Quick Links

- ▶ [Get the latest Maps](#)
- ▶ [Update your software](#)
- ▶ [Accessories](#)
- ▶ [Product Support](#)
- ▶ [Register your product](#)
- ▶ [Outdoor Products](#)
- ▶ [Mobile Products](#)

Magellan eXplorist® handheld GPS to facilitate planning, checking charts, and sharing your experiences with family and friends. Navionics is about having fun!

Enjoy Navionics on your eXplorist 510, 610 or 710... Anytime. Anywhere.

- Award winning plotter cartography
- Award winning mobile applications
- UGC (User Generated Content)
- Freshest Data

The Freshest Data

The freshest data coming from cartographic surveys, notices to mariners and the Navionics community of user generated content are made available in a timely manner to our customers with a very simple download from the internet. When you buy Navionics Gold or HotMaps Premium products, you are eligible for unlimited updates of the 2D Gold component for one year. This means you always have the Freshest Data.



Navionics Gold charts are the navigation standard for serious mariners offering the largest coverage areas and compatibility with the widest range of chart plotters. Features include: tides, currents, wrecks, port plans, marsh areas, marine services and much more. Whether you are on the water or planning a trip, Navionics Gold charts can take you there.



HotMaps Premium includes 1000 exclusive high-definition lakes to 1 ft. contours from Navionics own on-the-water surveys, plus more than 17,000 lake maps with expanded pro staff local knowledge, waypoints, major roads, county lines and more. High-definition fishing detail for US Great Lakes waters now included in Premium Canada, North and East regions. HotMaps Premium charts offer one year of free updates to the 2D chart component so you are ensured to have the freshest data. Visit navionics.com for compatibility details and lake lists.





Navionics Fish'N Chip offers the ultimate in high resolution fishing bathymetry. Find fish-holding structure, seasonal patterns, and shallow water cruising lanes with new high-definition 1 ft. contouring on inshore coastal waters, bays and rivers, plus accurate detail in skinny backwater unique to Fish'N Chip. An incredible resource packed with fish finding details such as wrecks, sea bed composition, tides, currents, local fishing areas, vegetation, offshore bathymetry and nav aids.

Follow Magellan    

COMPANY

[About Magellan](#)
[Partners](#)
[Become a Reseller](#)
[Channel Resources](#)
[Careers](#)

NEWSROOM

[Press Releases](#)
[In the News](#)
[Tradeshows and Events](#)

BUSINESS SOLUTIONS

[GIS](#)
[Fleet Management](#)

CUSTOMER CARE

[Contact Us](#)
[Product Registration](#)
[Software Updates](#)
[Map Upgrades](#)
[Video Tutorials](#)
[Warranty Information](#)



Magellan® RoadMate® Auto Series

The perfect blend of Premium and Safety features, allowing you to drive with confidence every day!

[LEARN MORE >>](#)



 **For Cars**
Advanced Navigation Performance

 **For RVs**
Freedom to Take the Journey

 **For Trucks, Buses and Vans**
Made for Professional Drivers

Magellan SmartGPS

RoadMate® Family

Content Manager

Magellan SmartGPS
Connected Car...for Everyone.



Roadmate Family
Proven Safety & Performance Every Day.



Content Manager
Keep your Navigator Updated.



Maps



Follow Magellan    

COMPANY

- About Magellan
- Partners
- Become a Reseller
- Channel Resources
- Careers

NEWSROOM

- Press Releases
- In the News
- Tradeshows and Events

BUSINESS SOLUTIONS

- GIS
- Fleet Management

CUSTOMER CARE

- Contact Us
- Product Registration
- Software Updates
- Map Upgrades
- Video Tutorials
- Warranty Information