From: Besch, Jay

Sent: 8/11/2014 3:01:30 PM

To: TTAB EFiling

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Subject: U.S. TRADEMARK APPLICATION NO. 79117638 - BONOBO - CREG-0079-T - Request for Reconsideration Denied - Return to TTAB

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Attachment Information:

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UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 79117638 **MARK:** BONOBO	
CORRESPONDENT ADDRESS: JEFFREY A SMITH MILLEN WHITE ZELANO & BRANIGAN PC 2200 CLARENDON BOULEVARD SUITE 1400 ARLINGTON, VA 22201	**GENERAL TRADEMARK INFORMATION:** http://www.uspto.gov/trademarks/index.jsp VIEW YOUR APPLICATION FILE
APPLICANT: Bonofood	
CORRESPONDENT'S REFERENCE/DOCKET NO: CREG-0079-T **CORRESPONDENT E-MAIL ADDRESS:** docketing@mwzb.com	

REQUEST FOR RECONSIDERATION DENIED IN-PART/GRANTED IN-PART

ISSUE/MAILING DATE: 8/11/2014

INTERNATIONAL REGISTRATION NO. 1128558

The trademark examining attorney has carefully reviewed applicant's request for reconsideration and is denying the request for the reasons stated below. *See* 37 C.F.R. §2.64(b); TMEP §§715.03(a)(2)(B), (a)(2)(E), 715.04(a). The requirement(s) and/or refusal(s) made final in the Office action dated January 2, 2014 are maintained and continue to be final. *See* TMEP §§715.03(a)(2)(B), (a)(2)(E), 715.04(a).

In the present case, applicant's request has not resolved all the outstanding issue(s), nor does it raise a new issue or provide any new or compelling evidence with regard to the outstanding issue(s) in the final Office action. In addition, applicant's analysis and arguments are not persuasive nor do they shed new light on the issues. Accordingly, the request is denied in-part as to the Section 2(d) likelihood of confusion refusal, and the request is granted in-part as to the claim of ownership of a prior registration.

The filing of a request for reconsideration does not extend the time for filing a proper response to a final Office action or an appeal with the Trademark Trial and Appeal Board (Board), which runs from the date the final Office action was issued/mailed. *See* 37 C.F.R. §2.64(b); TMEP §715.03, (a)(2)(B), (a)(2)(E), (c).

If time remains in the six-month response period to the final Office action, applicant has the remainder of the response period to comply with and/or overcome any outstanding final requirement(s) and/or refusal(s) and/or to file an appeal with the Board. TMEP §715.03(a)(2)(B), (c). However, if applicant has already filed a timely notice of appeal with the Board, the Board will be notified to resume the appeal. *See* TMEP §715.04(a).

USPTO

/Jay Besch/

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