

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	79120984
LAW OFFICE ASSIGNED	LAW OFFICE 116
MARK SECTION (no change)	
ARGUMENT(S)	
Mark: μMIST Application Serial No.: 79120984 Attorney Docket Nos.: 740204-91 (Parent Application—Classes 5 and 11) 740204-110 (Child Application—Classes 7, 9, 35, 40, 42, 44)	
<u>REMARKS</u>	
<p>This is a Request for Reconsideration in response to the Final Office Action issued July 28, 2014. In addition to requirements to amend the identification of goods and services, which Applicant has satisfied herein, the Examining Attorney has partially refused registration as to Classes 5 and 11 on the basis that the mark is likely to be confused with prior Registration Nos. 3,514,415 for the mark MIST (Stylized) and 1,721,727 for the mark AUTO MIST with respect to those classes. Applicant respectfully traverses this refusal. Applicant has made a request herein to divide all remaining classes into a new application, and therefore these arguments apply only to the remaining parent application, which shall contain only Classes 5 and 11.</p>	
<p>I. <u>The Literal Description Of The Mark Should Be Amended—All Classes</u></p>	
<p>Prior to addressing the likelihood of confusion refusal, Applicant must first traverse the Examining Attorney’s refusal to amend the literal element of the mark to its correct description “μMIST.” The Examining Attorney contends that error cannot be corrected because of the appearance of the mark as the term “MIST” overlapping the “μ” symbol. However, Applicant notes that the transliteration entered in the original application states that the mark is pronounced “Micro Mist.”</p>	

Accordingly, regardless of the description of the appearance of the mark, it is evident that the Applicant intended to represent the literal element of the mark as “μMIST.” Applicant therefore respectfully requests amendment of the literal element of the mark as applicable to both the parent application and the newly created child application.

II. Applicant’s Mark Is Not Likely To Be Confused With The Cited Registrations—Classes 5 and 11

In determining the issue of likelihood of confusion, the Trademark Office must consider the thirteen evidentiary factors listed in *In re E. I. du Pont De Nemours & Co.*, 177 U.S.P.Q. 563 (C.C.P.A. 1973), which are of record and pertinent to the case. Depending on the facts of the case, the weight given to each factor may vary. *Nina Ricci S.A.R.L. v. E.T.F. Enterprises, Inc.*, 12 U.S.P.Q.2d 1901 (Fed.Cir. 1989), *rev’g*, 9 U.S.P.Q.2d 1061 (T.T.A.B. 1988); *In re E. I. du Pont De Nemours & Co*, *supra*. In this case, while several other factors are dispositive in Applicant’s favor and are discussed below, the most relevant *du Pont* factor here is the lack of similarity of the marks in their entireties as to appearance, sound, and meaning.

A. Dissimilarity of the Marks

The Examining Attorney argues that Applicant’s mark is similar to each of the cited registered marks in appearance, sound, and meaning. Applicant respectfully disagrees.

When comparing marks, they must be compared for similarities in sound, appearance, meaning, and commercial impression. *In re E. I. du Pont De Nemours & Co.*, 177 U.S.P.Q. 563, 567 (C.C.P.A. 1973). In this case, Applicant’s mark differs in sound, appearance, and meaning from the cited registered marks and therefore presents a different commercial impression from either cited registered mark.

1. Sound

Applicant’s mark is quite different in sound from the two cited registrations. First, as discussed above, Applicant’s mark is composed of the Greek letter μ, which is pronounced “Mu.” As also discussed above, the transliteration of record is “Micro Mist.” The “μ” symbol is known to be a variable symbol used in several different contexts, including to represent the term “micro” in metric system measurement. See attached Wikipedia pages. Accordingly, a consumer would read and pronounce Applicant’s mark as either “Mu Mist” or “Micro Mist.” Therefore, it is clear that the

sound of either pronunciation is significantly different than MIST or AUTO MIST.

In addition, a consumer could pronounce Applicant's mark with either two or three syllables, depending on which of the above two interpretations they construe when viewing the mark. In contrast, the registered marks definitively have one and three syllables, respectively.

In the alternative, even if the literal element of the mark is "MIST μ " as the Examining Attorney contends, the sound of Applicant's mark would still be distinct from the cited marks as "Mist Mu" or "Mist Micro" is clearly distinct from MIST or AUTO MIST for the same reasons discussed above.

While the sound of Applicant's mark greatly depends on the consumer's interpretation of the symbol μ , it is quite clear that either interpretation produces a distinctly different sound than either cited mark.

2. Appearance

According to the Federal Circuit, a mark must be viewed in its entirety and restricting evaluation of the similarities and differences between marks to only what is claimed as the "dominant" portion of the mark is improper. See *In re Electrolyte Labs., Inc.*, 929 F.2d 645, 646, 16 USPQ2d 1239, 1240 (Fed. Cir. 1990). The other components of the mark must also be considered. See *In re Hearst Corp.*, 982 F.2d 493, 494, 25 USPQ2d 1238, 1239 (Fed. Cir. 1992) ("Marks tend to be perceived in their entireties, and all components thereof must be given appropriate weight"). Here, it is necessary to consider the stylization of Applicant's mark, which is distinctly different from the registered marks.

Applicant's mark includes the term "MIST" in a light outlined block font superimposed over a large, dark, and prominent " μ " symbol. The contrasting colors and highly stylized placement of the terms distinguish it considerably from the cited registrations.

Registration Number 3,514,415 for MIST (stylized) is in a simple, dark, italicized font. The mark appears to almost be in standard characters with a slight italicization. Registration number 1,721,727 for AUTO MIST has virtually no visual similarity as it is a standard character mark. Applicant's mark is not read left to right in the same way as the standard character form of AUTO MIST but rather the consumer must mentally decipher the proper order of the terms in Applicant's mark. The fact that AUTO MIST is a standard character mark further lessens the possibility that consumers will be confused between Applicant's mark and AUTO MIST because Applicant's mark will always appear in

the stylized form whereas the registered mark can appear in any number of varying formats.

The only commonality between Applicant's mark and the cited marks is the term "MIST." It is well settled that there is no automatic determination of likelihood of confusion merely because two marks have one word in common. See In re Bed & Breakfast Registry, 791 F.2d 157, 159, 229 U.S.P.Q. 818, 819 (Fed. Cir. 1986) (no likelihood of confusion between BED & BREAKFAST REGISTRY for "making lodging reservations for others in private homes" and BED & BREAKFAST INTERNATIONAL for "room booking agency services"); Hard Rock Cafe Licensing Corp. v. Elsea, 48 U.S.P.Q.2d 1400, 1408-09 (TTAB 1998) (HARD ROCK CAFE and Design and COUNTRY ROCK CAFE and Design dissimilar in appearance; no likelihood of confusion); In re Broadway Chicken, Inc., 38 U.S.P.Q.2d 1559, 1566 (TTAB 1996) (BROADWAY CHICKEN and BROADWAY PIZZA dissimilar in appearance; no likelihood of confusion). In comparing each of the cited marks to Applicant's mark, the additional element of design should be considered in the likelihood of confusion analysis. See, e.g., In re Electrolyte Laboratories Inc., 929 F.2d 645, 647, 16 USPQ2d 1239, 1240 (Fed. Cir. 1990) (K+ and design for dietary potassium supplement held not likely to be confused with K+EFF (stylized) for dietary potassium supplement); Spice Islands, Inc. v. The Frank Tea & Spice Co., 505 F.2d 1293, 184 USPQ 35 (C.C.P.A. 1974) (SPICE TREE and tree design held not confusingly similar to SPICE ISLANDS and tree design, both for spices); cf. Specialty Brands, Inc. v. Coffee Bean Distributors, Inc., 748 F.2d 669, 223 USPQ 1281 (Fed. Cir. 1984) (finding a likelihood of confusion between SPICE VALLEY and SPICE ISLANDS, both for tea).

In addition, the inclusion of a very distinct symbol in Applicant's mark provides for a notably different appearance. The Examining Attorney states that an additional term in a mark is not enough to distinguish a mark from a mark with the same dominant feature. Applicant respectfully submits that the its mark does not include an additional term, but rather a distinct symbol and Greek letter, which is not regularly utilized in standard English speech in the same manner as an additional word. The symbol gives the mark a distinctive appearance and distinguishes it from either registered mark.

Moreover, even if the Examining Attorney maintains her position that the literal element of Applicant's the mark is "MIST μ," Applicant asserts that its mark is even further distinct in appearance from the cited mark AUTO MIST based on both the differing first term in each mark ("MIST" vs. "AUTO") and the Registrant's second term vs. Applicant's symbol "μ."

3. Meaning

The meaning of Applicant's mark is undeniably different from the registered mark. As discussed above, the symbol "μ" is well known as a symbol for word "micro," meaning "small." It also has various other meanings, depending on the field of use and the reader's background and interpretation of the symbol. Indeed, the symbol may take on the meaning of the mean in the mathematics, the electrical mobility of a charged particle in physics, and a chord in music. See attached Wikipedia pages. Accordingly, the "μ" symbol creates an inherently different and potentially variable meaning than either of the registered marks. There is little ambiguity in the meaning of the word MIST, which likely refers to mist in connection with liquid, or AUTO MIST, which only adds an abbreviated form of the word "automatic." Applicant's mark could have several meanings and the "μ" symbol is the starting point for any interpretation of Applicant's mark. Regardless of which way the Examining Attorney interprets the mark— "μMIST" or " MIST μ"—the meaning would still be distinct from the cited marks, i.e. "Micro/Small Mist" or "Mist Micro/Small" vs. "Mist" and "Automatic Mist."

4. Commercial Impression

Like the sound, appearance, and meaning of Applicant's mark, the commercial impression created by Applicant's mark is entirely different from that of the cited registrations, MIST and AUTO MIST. The Examining Attorney points out that although marks are compared in their entireties, one feature of a mark may be more significant or dominant in creating a commercial impression. *See In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012); *In re Nat'l Data Corp.*, 753 F.2d 1056, 1058, 224 USPQ 749, 751 (Fed. Cir. 1985); TMEP §1207.01(b)(viii), (c)(ii). Applicant submits that in light of the above, it is clear that the "μ" symbol is the distinguishing factor in this mark and clearly provides a different commercial impression because of its multiple meanings and its transliterated sound of record, "micro." Further, the design element of Applicant's mark creates a distinct commercial impression from either registered mark, one in standard characters and one with very minimal stylization.

Moreover, even if the Examining Attorney maintains her position that the literal element of Applicant's the mark is "MIST μ," the commercial impression of Applicant's mark would still be distinct certainly from the cited registrations, particularly with respect to AUTO MIST, in which the

dominant portion of the mark is “AUTO,” not “MIST” and which shares no other commonalities with Applicant’s mark.

In view of the differences in the sound, appearance, meaning, and commercial impression of the marks, the dissimilarity of the marks clearly indicates that there is no likelihood of confusion between these marks.

B. Dissimilarity of the Goods and Services

Applicant asserts that the dissimilarity of the marks as discussed above is enough to circumvent any likelihood of consumer confusion. However, the goods and services identified in connection with Applicant’s mark are also distinctly different from those associated with the cited registrations.

Registration No. 3514415 for MIST (Stylized)

The Examining Attorney has cited the above registration as a bar to registration of Applicant’s Mark in both Classes 5 and 11. With respect to Class 5, the Examining Attorney specifically cites the registered mark in relation to Applicant’s disinfectant goods. Applicant respectfully reserves all arguments in connection with the dissimilarity of the goods in Class 5 until the Examining Attorney has reviewed the notable distinctions between the marks as discussed above. Nonetheless, even if the goods are considered similar, Applicant points out that the remaining goods in Applicant’s Class 5 goods cannot be considered similar or related and in fact have not been raised as a basis for this refusal.

The Examining Attorney cites this mark in relation to Class 11 on the basis of the original description appearing in the Application, “*apparatus for...ventilating*” which she considers related to the goods identified in cited registration, “*electric air deodorizers for use with automobile heating and air conditioning systems.*” However, Applicant has now amended the description of its apparatus used in related to ventilation to read “*drying apparatus for use in ...ventilation systems...*” Clearly, this description differentiates the goods at issue to clarify that the apparatus can be used in connection with ventilation systems, as well as for many other purposes, and focuses mostly on the drying elements of the apparatus, rather than the actual action of ventilating.

Moreover, the evidence the Examining Attorney cites from Registrant’s website in no way demonstrates a connection between electric air deodorizers and apparatus for ventilating. The mere fact that Registrant’s goods enable droplets to pass through the HVAC system does not in and of itself relate to ventilating. Further, the Registrant’s goods are specific to automobile heating and air conditioning

systems while Applicant's goods are for ventilation which may be completely unrelated to heating and air conditioning systems, not to mention specifically *automobile* heating and air conditioning systems. Finally, Registrant's goods perform the very specific function of deodorizing. The definition of a "deodorize" is "to eliminate or prevent the offensive odor of." See attached definition from Merriam-webster.com. In contrast, Applicant's goods at issue do not perform this function. Registrant's goods are specifically intended to deodorize, having nothing to do with ventilation, and use an automobile HVAC system only as a mechanism for performing the deodorizing function.

Registration No. 1721727 for AUTO MIST

The Examining Attorney asserts that Applicant's Class 11 goods as originally stated, "*apparatus for...steam generating, cooking*" are similar to Registrant's goods, "*commercial baking ovens, and proofers for circulating heat and moisture over dough products prior to baking.*" Applicant respectfully disagrees, particularly in light of the distinctions between the marks discussed above. Nonetheless, Applicant has now further clarified its identification of the above goods at issue, which further distinguishes Applicant's goods from those of the Registrant. The goods as amended read, "*steam generators; steam heating apparatus for industrial purposes; steam heating apparatus for sanitization purposes; apparatus for the exchange of substances and heat for use in the production of steam, for use in refrigeration; drying apparatus for use in heating, ventilation systems, air conditioning systems and refrigeration systems; apparatus for cooking, namely, food processing machines.*" As is evident, the steam generating function has multiple applications beyond the Registrant's baking ovens and proofers such that it is unlikely that many of Applicant's goods such as *steam heating apparatus for industrial purposes; steam heating apparatus for sanitization purposes* would be sold in the same marketplace or purchased by the same consumers as the Registrant's goods. Moreover, Applicant's apparatuses for cooking are specifically food processing machines, which are distinct from Registrant's baking ovens and proofers which are specifically used with heat and steam.

Finally, in weighing the issue of likelihood of confusion, consideration should be given to the "general impression of the ordinary purchaser, buying under the normally prevalent conditions of the market and giving the attention such purchasers usually give in buying that class of goods." W.W.W. Pharmaceutical Co. Inc. v. The Gillette Co., 984 F.2d 567, 575, 25 U.S.P.Q.2d 1593, 1600 (2d Cir. 1993). Some conditions of purchase are more conducive than others to the exercise of a high degree of

reasonable care, including the cost of the goods. See Industrial Nucleonics Corp. v. Hinde Engineering Co., 475 F.2d 1197, 177 U.S.P.Q. 386, 387 (C.C.P.A. 1973); McGregor-Doniger, Inc. v. Drizzle, Inc., 599 F.2d 1126, 1137, 202 U.S.P.Q. 81, 92 (2nd Cir. 1979). Here, both Registrant’s commercial baking equipment and Applicant’s heat and steam generators and machines are generally costly items purchased by sophisticated consumers well versed in their respective industries and with the purchasing power to make decisions with respect to large ticket items. Accordingly, significant care would go into the purchase of each party’s items and therefore it is unlikely that the marks would be confused.

Because Applicant has responded to all issues raised by the Examining Attorney, Applicant respectfully requests the application be approved for publication. Should the Examining Attorney have any questions, she is invited to contact Applicant’s counsel at (202) 585-8220 or (202) 585-8210.

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EVIDENCE SECTION

EVIDENCE FILE NAME(S)

ORIGINAL PDF FILE	evi_20825590221-20150128183610878265_._Mu_letter_-_Wikipedia_the_free_encyclopedia.pdf
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	\\TICRS\EXPORT16\IMAGEOUT16\791\209\79120984\xml18\RFR0010.JPG
DESCRIPTION OF EVIDENCE FILE	Wikipedia pages about meaning of Greek symbol "Mu" and Dictionary definition of "deodorize"
GOODS AND/OR SERVICES SECTION (005)(current)	
INTERNATIONAL CLASS	005
DESCRIPTION	
Pharmaceutical and veterinary preparations; hygienic preparations for medical purposes; dietetic substances for medical use, food for babies; plasters materials for dressings; material for stopping teeth; dental wax; disinfectants; preparations for destroying vermin; fungicides, herbicides	
GOODS AND/OR SERVICES SECTION (005)(proposed)	
INTERNATIONAL CLASS	005
TRACKED TEXT DESCRIPTION	
Pharmaceutical and veterinary preparations; Pharmaceutical preparations, namely a drug delivery system that uses mist as a delivery method; hygienic preparations for medical purposes; veterinary preparations namely a drug delivery system that uses mist as a delivery method; dietetic substances for medical use, food for babies; hygienic preparations for medical purposes, namely sanitary preparations for medical use; plasters materials for dressings; food for babies; medical plasters and medical dressings; material for stopping teeth; disinfectants; dental wax; all-purpose disinfectants; fungicides, herbicides; preparations for destroying vermin; fungicides, herbicide.	
FINAL DESCRIPTION	
Pharmaceutical preparations, namely a drug delivery system that uses mist as a delivery method; veterinary preparations namely a drug delivery system that uses mist as a delivery method; hygienic preparations for medical purposes, namely sanitary preparations for medical use; food for babies; medical plasters and medical dressings; material for stopping teeth; dental wax; all-purpose disinfectants; preparations for destroying vermin; fungicides, herbicide.	
GOODS AND/OR SERVICES SECTION (007)(current)	
INTERNATIONAL CLASS	007
DESCRIPTION	
Machines and machine tools; motors and engines (except for land vehicles); machine coupling and transmission components (except for land vehicles); fuel pumps	

GOODS AND/OR SERVICES SECTION (007)(proposed)

INTERNATIONAL CLASS

007

TRACKED TEXT DESCRIPTION

~~Machines and machine tools~~; [machines, namely industrial food processing machines](#); ~~motors and engines (except for land vehicles)~~; [machines for mixing, spraying, baking and cooking food](#); ~~machine coupling and transmission components (except for land vehicles)~~; [machines for treating and coating surfaces](#); ~~fuel pumps~~; [machines for controlling temperature and humidity](#); [hand operated machine tools](#); [generators](#); [motors and engines except for land vehicles](#); [machine coupling and transmission components except for land vehicles](#); [fuel pumps for land vehicles](#); [fuel pumps for service stations](#)

FINAL DESCRIPTION

machines, namely industrial food processing machines; machines for mixing, spraying, baking and cooking food; machines for treating and coating surfaces; machines for controlling temperature and humidity; hand operated machine tools; generators; motors and engines except for land vehicles; machine coupling and transmission components except for land vehicles; fuel pumps for land vehicles; fuel pumps for service stations

GOODS AND/OR SERVICES SECTION (009)(current)

INTERNATIONAL CLASS

009

DESCRIPTION

Apparatus for running liquids and steams; apparatus for compressing liquids and steams

GOODS AND/OR SERVICES SECTION (009)(proposed)

INTERNATIONAL CLASS

009

TRACKED TEXT DESCRIPTION

~~Apparatus for running liquids and steams~~; [apparatus for running liquids, namely liquid analyzers](#); ~~apparatus for compressing liquids and steams~~; [apparatus for steams, namely steam sterilizers for laboratory use](#); [apparatus for compressing liquids and steams, namely pressure controllers for controlling the pressure of liquid, semi-liquid, and gaseous substances in industrial processes](#); [apparatus for compressing and releasing liquid and gas, namely, fire extinguishers](#)

FINAL DESCRIPTION

apparatus for running liquids, namely liquid analyzers; apparatus for steams, namely steam sterilizers for laboratory use; apparatus for compressing liquids and steams, namely pressure controllers for controlling the pressure of liquid, semi-liquid, and gaseous substances in industrial processes; apparatus for compressing and releasing liquid and gas, namely, fire extinguishers

GOODS AND/OR SERVICES SECTION (011)(current)

INTERNATIONAL CLASS

011

DESCRIPTION

Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes

GOODS AND/OR SERVICES SECTION (011)(proposed)

INTERNATIONAL CLASS	011
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TRACKED TEXT DESCRIPTION

~~Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes;~~ [Apparatus for lighting, namely, lamps;](#) [Heat generators;](#) [steam generators;](#) [steam heating apparatus for industrial purposes;](#) [steam heating apparatus for sanitization purposes;](#) [apparatus for the exchange of substances and heat for use in the production of steam, for use in refrigeration;](#) [drying apparatus for use in heating, ventilation systems, air conditioning systems and refrigeration systems;](#) [apparatus for cooking, namely, food processing machines;](#) [machines for mixing, spraying, baking and cooking food;](#) [apparatus for water supply, in order to control humidity and temperature;](#) [gas fires;](#) [fire extinguishers and fire suppressants](#)

FINAL DESCRIPTION

Apparatus for lighting, namely, lamps; Heat generators; steam generators; steam heating apparatus for industrial purposes; steam heating apparatus for sanitization purposes; apparatus for the exchange of substances and heat for use in the production of steam, for use in refrigeration; drying apparatus for use in heating, ventilation systems, air conditioning systems and refrigeration systems; apparatus for cooking, namely, food processing machines; machines for mixing, spraying, baking and cooking food; apparatus for water supply, in order to control humidity and temperature; gas fires; fire extinguishers and fire suppressants

GOODS AND/OR SERVICES SECTION (012)(class deleted)

GOODS AND/OR SERVICES SECTION (035)(no change)

GOODS AND/OR SERVICES SECTION (040)(current)

INTERNATIONAL CLASS	040
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DESCRIPTION	Treatment of substances and materials
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GOODS AND/OR SERVICES SECTION (040)(proposed)

INTERNATIONAL CLASS	040
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TRACKED TEXT DESCRIPTION

~~Treatment of substances and materials;~~ [Treatment of substances and materials, namely treatment of artificial and natural material and a mixture thereof, including metals, wood, ceramics, glass, stone, concrete, fabric and plastic](#)

FINAL DESCRIPTION

Treatment of substances and materials, namely treatment of artificial and natural material and a mixture thereof, including metals, wood, ceramics, glass, stone, concrete, fabric and plastic

GOODS AND/OR SERVICES SECTION (042)(current)

INTERNATIONAL CLASS	042
DESCRIPTION	
Scientific and technological services and research and design relating thereto; industrial analysis and research services	
GOODS AND/OR SERVICES SECTION (042)(proposed)	
INTERNATIONAL CLASS	042
TRACKED TEXT DESCRIPTION	
Scientific and technological services and research and design relating thereto; <u>Scientific and technological services namely, research and design relating to environmentally friendly spray mechanism techniques and processes;</u> industrial analysis and research services; <u>industrial analysis, namely analysis of industrial fluids; industrial analysis and research services in the field of environmentally friendly spray mechanism techniques and processes</u>	
FINAL DESCRIPTION	
Scientific and technological services namely, research and design relating to environmentally friendly spray mechanism techniques and processes; industrial analysis, namely analysis of industrial fluids; industrial analysis and research services in the field of environmentally friendly spray mechanism techniques and processes	
GOODS AND/OR SERVICES SECTION (044)(no change)	
SIGNATURE SECTION	
RESPONSE SIGNATURE	/Lauren J. Krupka/
SIGNATORY'S NAME	Lauren J. Krupka
SIGNATORY'S POSITION	Attorney of Record, MD bar member
SIGNATORY'S PHONE NUMBER	202-585-8210
DATE SIGNED	01/28/2015
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	NO
FILING INFORMATION SECTION	
SUBMIT DATE	Wed Jan 28 21:28:58 EST 2015
TEAS STAMP	USPTO/RFR-173.79.49.177-2 0150128212858320057-79120 984-5305323b8c679704db259

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/A-20150128212416195560

PTO Form 1960 (Rev 9/2007)
OMB No. 0651-0050 (Exp. 07/31/2017)

Request for Reconsideration after Final Action To the Commissioner for Trademarks:

Application serial no. **79120984** has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

Mark: μ MIST

Application Serial No.: 79120984

Attorney Docket Nos.:

740204-91 (Parent Application—Classes 5 and 11)

740204-110 (Child Application—Classes 7, 9, 35, 40, 42, 44)

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1. Sound

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In addition, a consumer could pronounce Applicant's mark with either two or three syllables, depending on which of the above two interpretations they construe when viewing the mark. In contrast, the registered marks definitively have one and three syllables, respectively.

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While the sound of Applicant's mark greatly depends on the consumer's interpretation of the symbol μ , it is quite clear that either interpretation produces a distinctly different sound than either cited mark.

2. Appearance

According to the Federal Circuit, a mark must be viewed in its entirety and restricting evaluation of the similarities and differences between marks to only what is claimed as the "dominant" portion of the mark is improper. See *In re Electrolyte Labs., Inc.*, 929 F.2d 645, 646, 16 USPQ2d 1239, 1240 (Fed. Cir. 1990). The other components of the mark must also be considered. See *In re Hearst Corp.*, 982 F.2d 493, 494, 25 USPQ2d 1238, 1239 (Fed. Cir. 1992) ("Marks tend to be perceived in their entireties, and all components thereof must be given appropriate weight"). Here, it is necessary to consider the stylization of Applicant's mark, which is distinctly different from the registered marks.

Applicant's mark includes the term "MIST" in a light outlined block font superimposed over a large, dark, and prominent " μ " symbol. The contrasting colors and highly stylized placement of the terms distinguish it considerably from the cited registrations.

Registration Number 3,514,415 for MIST (stylized) is in a simple, dark, italicized font. The mark appears to almost be in standard characters with a slight italicization. Registration number 1,721,727 for AUTO MIST has virtually no visual similarity as it is a standard character mark. Applicant's mark is not read left to right in the same way as the standard character form of AUTO MIST but rather the consumer must mentally decipher the proper order of the terms in Applicant's mark. The fact that AUTO MIST is a standard character mark further lessens the possibility that consumers will be confused between Applicant's mark and AUTO MIST because Applicant's mark will always appear in the stylized form whereas the registered mark can appear in any number of varying formats.

The only commonality between Applicant's mark and the cited marks is the term "MIST." It is well

settled that there is no automatic determination of likelihood of confusion merely because two marks have one word in common. See In re Bed & Breakfast Registry, 791 F.2d 157, 159, 229 U.S.P.Q. 818, 819 (Fed. Cir. 1986) (no likelihood of confusion between BED & BREAKFAST REGISTRY for “making lodging reservations for others in private homes” and BED & BREAKFAST INTERNATIONAL for “room booking agency services”); Hard Rock Cafe Licensing Corp. v. Elsea, 48 U.S.P.Q.2d 1400, 1408-09 (TTAB 1998) (HARD ROCK CAFE and Design and COUNTRY ROCK CAFE and Design dissimilar in appearance; no likelihood of confusion); In re Broadway Chicken, Inc., 38 U.S.P.Q.2d 1559, 1566 (TTAB 1996) (BROADWAY CHICKEN and BROADWAY PIZZA dissimilar in appearance; no likelihood of confusion). In comparing each of the cited marks to Applicant’s mark, the additional element of design should be considered in the likelihood of confusion analysis. See, e.g., In re Electrolyte Laboratories Inc., 929 F.2d 645, 647, 16 USPQ2d 1239, 1240 (Fed. Cir. 1990) (K+ and design for dietary potassium supplement held not likely to be confused with K+EFF (stylized) for dietary potassium supplement); Spice Islands, Inc. v. The Frank Tea & Spice Co., 505 F.2d 1293, 184 USPQ 35 (C.C.P.A. 1974) (SPICE TREE and tree design held not confusingly similar to SPICE ISLANDS and tree design, both for spices); cf. Specialty Brands, Inc. v. Coffee Bean Distributors, Inc., 748 F.2d 669, 223 USPQ 1281 (Fed. Cir. 1984) (finding a likelihood of confusion between SPICE VALLEY and SPICE ISLANDS, both for tea).

In addition, the inclusion of a very distinct symbol in Applicant’s mark provides for a notably different appearance. The Examining Attorney states that an additional term in a mark is not enough to distinguish a mark from a mark with the same dominant feature. Applicant respectfully submits that the its mark does not include an additional term, but rather a distinct symbol and Greek letter, which is not regularly utilized in standard English speech in the same manner as an additional word. The symbol gives the mark a distinctive appearance and distinguishes it from either registered mark.

Moreover, even if the Examining Attorney maintains her position that the literal element of Applicant’s the mark is “MIST μ,” Applicant asserts that its mark is even further distinct in appearance from the cited mark AUTO MIST based on both the differing first term in each mark (“MIST” vs. “AUTO”) and the Registrant’s second term vs. Applicant’s symbol “μ.”

3. Meaning

The meaning of Applicant’s mark is undeniably different from the registered mark. As discussed above,

the symbol “μ” is well known as a symbol for word “micro,” meaning “small.” It also has various other meanings, depending on the field of use and the reader’s background and interpretation of the symbol. Indeed, the symbol may take on the meaning of the mean in the mathematics, the electrical mobility of a charged particle in physics, and a chord in music. See attached Wikipedia pages. Accordingly, the “μ” symbol creates an inherently different and potentially variable meaning than either of the registered marks.

There is little ambiguity in the meaning of the word MIST, which likely refers to mist in connection with liquid, or AUTO MIST, which only adds an abbreviated form of the word “automatic.” Applicant’s mark could have several meanings and the “μ” symbol is the starting point for any interpretation of Applicant’s mark. Regardless of which way the Examining Attorney interprets the mark— “μMIST” or “ MIST μ”—the meaning would still be distinct from the cited marks, i.e. “Micro/Small Mist” or “Mist Micro/Small” vs. “Mist” and “Automatic Mist.”

4. Commercial Impression

Like the sound, appearance, and meaning of Applicant’s mark, the commercial impression created by Applicant’s mark is entirely different from that of the cited registrations, MIST and AUTO MIST. The Examining Attorney points out that although marks are compared in their entireties, one feature of a mark may be more significant or dominant in creating a commercial impression. *See In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012); *In re Nat’l Data Corp.*, 753 F.2d 1056, 1058, 224 USPQ 749, 751 (Fed. Cir. 1985); TMEP §1207.01(b)(viii), (c)(ii). Applicant submits that in light of the above, it is clear that the “μ” symbol is the distinguishing factor in this mark and clearly provides a different commercial impression because of its multiple meanings and its transliterated sound of record, “micro.” Further, the design element of Applicant’s mark creates a distinct commercial impression from either registered mark, one in standard characters and one with very minimal stylization.

Moreover, even if the Examining Attorney maintains her position that the literal element of Applicant’s the mark is “MIST μ,” the commercial impression of Applicant’s mark would still be distinct certainly from the cited registrations, particularly with respect to AUTO MIST, in which the dominant portion of the mark is “AUTO,” not “MIST” and which shares no other commonalities with Applicant’s mark.

In view of the differences in the sound, appearance, meaning, and commercial impression of the marks, the dissimilarity of the marks clearly indicates that there is no likelihood of confusion between

these marks.

B. Dissimilarity of the Goods and Services

Applicant asserts that the dissimilarity of the marks as discussed above is enough to circumvent any likelihood of consumer confusion. However, the goods and services identified in connection with Applicant's mark are also distinctly different from those associated with the cited registrations.

Registration No. 3514415 for MIST (Stylized)

The Examining Attorney has cited the above registration as a bar to registration of Applicant's Mark in both Classes 5 and 11. With respect to Class 5, the Examining Attorney specifically cites the registered mark in relation to Applicant's disinfectant goods. Applicant respectfully reserves all arguments in connection with the dissimilarity of the goods in Class 5 until the Examining Attorney has reviewed the notable distinctions between the marks as discussed above. Nonetheless, even if the goods are considered similar, Applicant points out that the remaining goods in Applicant's Class 5 goods cannot be considered similar or related and in fact have not been raised as a basis for this refusal.

The Examining Attorney cites this mark in relation to Class 11 on the basis of the original description appearing in the Application, "*apparatus for...ventilating*" which she considers related to the goods identified in cited registration, "*electric air deodorizers for use with automobile heating and air conditioning systems.*" However, Applicant has now amended the description of its apparatus used in relation to ventilation to read "*drying apparatus for use in ...ventilationsystems..*" Clearly, this description differentiates the goods at issue to clarify that the apparatus can be used in connection with ventilation systems, as well as for many other purposes, and focuses mostly on the drying elements of the apparatus, rather than the actual action of ventilating.

Moreover, the evidence the Examining Attorney cites from Registrant's website in no way demonstrates a connection between electric air deodorizers and apparatus for ventilating. The mere fact that Registrant's goods enable droplets to pass through the HVAC system does not in and of itself relate to ventilating. Further, the Registrant's goods are specific to automobile heating and air conditioning systems while Applicant's goods are for ventilation which may be completely unrelated to heating and air conditioning systems, not to mention specifically *automobile* heating and air conditioning systems. Finally, Registrant's goods perform the very specific function of deodorizing. The definition of a "deodorize" is "to eliminate or prevent the offensive odor of." See attached definition from Merriam-

webster.com. In contrast, Applicant's goods at issue do not perform this function. Registrant's goods are specifically intended to deodorize, having nothing to do with ventilation, and use an automobile HVAC system only as a mechanism for performing the deodorizing function.

Registration No. 1721727 for AUTO MIST

The Examining Attorney asserts that Applicant's Class 11 goods as originally stated, "*apparatus for...steam generating, cooking*" are similar to Registrant's goods, "*commercial baking ovens, and proofers for circulating heat and moisture over dough products prior to baking.*" Applicant respectfully disagrees, particularly in light of the distinctions between the marks discussed above. Nonetheless, Applicant has now further clarified its identification of the above goods at issue, which further distinguishes Applicant's goods from those of the Registrant. The goods as amended read, "*steam generators; steam heating apparatus for industrial purposes; steam heating apparatus for sanitization purposes; apparatus for the exchange of substances and heat for use in the production of steam, for use in refrigeration; drying apparatus for use in heating, ventilation systems, air conditioning systems and refrigeration systems; apparatus for cooking, namely, food processing machines.*" As is evident, the steam generating function has multiple applications beyond the Registrant's baking ovens and proofers such that it is unlikely that many of Applicant's goods such as *steam heating apparatus for industrial purposes; steam heating apparatus for sanitization purposes* would be sold in the same marketplace or purchased by the same consumers as the Registrant's goods. Moreover, Applicant's apparatuses for cooking are specifically food processing machines, which are distinct from Registrant's baking ovens and proofers which are specifically used with heat and steam.

Finally, in weighing the issue of likelihood of confusion, consideration should be given to the "general impression of the ordinary purchaser, buying under the normally prevalent conditions of the market and giving the attention such purchasers usually give in buying that class of goods." W.W.W. Pharmaceutical Co. Inc. v. The Gillette Co., 984 F.2d 567, 575, 25 U.S.P.Q.2d 1593, 1600 (2d Cir. 1993). Some conditions of purchase are more conducive than others to the exercise of a high degree of reasonable care, including the cost of the goods. See Industrial Nucleonics Corp. v. Hinde Engineering Co., 475 F.2d 1197, 177 U.S.P.Q. 386, 387 (C.C.P.A. 1973); McGregor-Doniger, Inc. v. Drizzle, Inc., 599 F.2d 1126, 1137, 202 U.S.P.Q. 81, 92 (2nd Cir. 1979). Here, both Registrant's commercial baking equipment and Applicant's heat and steam generators and machines are generally costly items purchased by

sophisticated consumers well versed in their respective industries and with the purchasing power to make decisions with respect to large ticket items. Accordingly, significant care would go into the purchase of each party's items and therefore it is unlikely that the marks would be confused.

Because Applicant has responded to all issues raised by the Examining Attorney, Applicant respectfully requests the application be approved for publication. Should the Examining Attorney have any questions, she is invited to contact Applicant's counsel at (202) 585-8220 or (202) 585-8210.

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EVIDENCE

Evidence in the nature of Wikipedia pages about meaning of Greek symbol "Mu" and Dictionary definition of "deodorize" has been attached.

Original PDF file:

[evi_20825590221-20150128183610878265_. Mu letter - Wikipedia the free encyclopedia.pdf](#)

Converted PDF file(s) (4 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

Original PDF file:

[evi_20825590221-20150128183610878265_. Micro- - Wikipedia the free encyclopedia.pdf](#)

Converted PDF file(s) (3 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

Original PDF file:

[evi_20825590221-20150128183610878265_. Deodorize - Definition a...pdf](#)

Converted PDF file(s) (2 pages)

[Evidence-1](#)

[Evidence-2](#)

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant hereby deletes the following class of goods/services from the application.

Class 012 for Vehicles and vessels; apparatus for locomotion by land, air or water; engines for vehicles

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 005 for Pharmaceutical and veterinary preparations; hygienic preparations for medical purposes; dietetic substances for medical use, food for babies; plasters materials for dressings; material for stopping teeth; dental wax; disinfectants; preparations for destroying vermin; fungicides, herbicides
Original Filing Basis:

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

Proposed:

Tracked Text Description: ~~Pharmaceutical and veterinary preparations~~; Pharmaceutical preparations, namely a drug delivery system that uses mist as a delivery method; ~~hygienic preparations for medical purposes~~; veterinary preparations namely a drug delivery system that uses mist as a delivery method; ~~dietetic substances for medical use, food for babies~~; hygienic preparations for medical purposes, namely sanitary preparations for medical use; ~~plasters materials for dressings~~; food for babies; medical plasters and medical dressings; material for stopping teeth; ~~disinfectants~~; dental wax; all-purpose disinfectants; ~~fungicides, herbicides~~; preparations for destroying vermin; fungicides, herbicide.

Class 005 for Pharmaceutical preparations, namely a drug delivery system that uses mist as a delivery method; veterinary preparations namely a drug delivery system that uses mist as a delivery method; hygienic preparations for medical purposes, namely sanitary preparations for medical use; food for babies; medical plasters and medical dressings; material for stopping teeth; dental wax; all-purpose disinfectants; preparations for destroying vermin; fungicides, herbicide.

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 007 for Machines and machine tools; motors and engines (except for land vehicles); machine coupling and transmission components (except for land vehicles); fuel pumps
Original Filing Basis:

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

Proposed:

Tracked Text Description: ~~Machines and machine tools~~; machines, namely industrial food processing machines; ~~motors and engines (except for land vehicles)~~; machines for mixing, spraying, baking and cooking food; ~~machine coupling and transmission components (except for land vehicles)~~; machines for treating and coating surfaces; ~~fuel pumps~~; machines for controlling temperature and humidity; hand operated machine tools; generators; motors and engines except for land vehicles; machine coupling and transmission components except for land vehicles; fuel pumps for land vehicles; fuel pumps for service stations

Class 007 for machines, namely industrial food processing machines; machines for mixing, spraying, baking and cooking food; machines for treating and coating surfaces; machines for controlling temperature and humidity; hand operated machine tools; generators; motors and engines except for land vehicles; machine coupling and transmission components except for land vehicles; fuel pumps for land vehicles; fuel pumps for service stations

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the

Trademark Act, 15 U.S.C. §1141f.

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 009 for Apparatus for running liquids and steams; apparatus for compressing liquids and steams

Original Filing Basis:

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

Proposed:

Tracked Text Description: ~~Apparatus for running liquids and steams;~~ apparatus for running liquids, namely liquid analyzers; ~~apparatus for compressing liquids and steams;~~ apparatus for steams, namely steam sterilizers for laboratory use; apparatus for compressing liquids and steams, namely pressure controllers for controlling the pressure of liquid, semi-liquid, and gaseous substances in industrial processes; apparatus for compressing and releasing liquid and gas, namely, fire extinguishers

Class 009 for apparatus for running liquids, namely liquid analyzers; apparatus for steams, namely steam sterilizers for laboratory use; apparatus for compressing liquids and steams, namely pressure controllers for controlling the pressure of liquid, semi-liquid, and gaseous substances in industrial processes; apparatus for compressing and releasing liquid and gas, namely, fire extinguishers

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 011 for Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes

Original Filing Basis:

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

Proposed:

Tracked Text Description: ~~Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes;~~ Apparatus for lighting, namely, lamps; Heat generators; steam generators; steam heating apparatus for industrial purposes; steam heating apparatus for sanitization purposes; apparatus for the exchange of substances and heat for use in the production of steam, for use in refrigeration; drying apparatus for use in heating, ventilation systems, air conditioning systems and refrigeration systems; apparatus for cooking, namely, food processing machines; machines for mixing, spraying, baking and cooking food; apparatus for water supply, in order to control humidity and temperature; gas fires; fire extinguishers and fire suppressants

Class 011 for Apparatus for lighting, namely, lamps; Heat generators; steam generators; steam heating apparatus for industrial purposes; steam heating apparatus for sanitization purposes; apparatus for the exchange of substances and heat for use in the production of steam, for use in refrigeration; drying apparatus for use in heating, ventilation systems, air conditioning systems and refrigeration systems; apparatus for cooking, namely, food processing machines; machines for mixing, spraying, baking and cooking food; apparatus for water supply, in order to control humidity and temperature; gas fires; fire extinguishers and fire suppressants

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 040 for Treatment of substances and materials

Original Filing Basis:

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

Proposed:

Tracked Text Description: ~~Treatment of substances and materials;~~ Treatment of substances and materials, namely treatment of artificial and natural material and a mixture thereof, including metals, wood, ceramics, glass, stone, concrete, fabric and plastic

Class 040 for Treatment of substances and materials, namely treatment of artificial and natural material and a mixture thereof, including metals, wood, ceramics, glass, stone, concrete, fabric and plastic

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 042 for Scientific and technological services and research and design relating thereto; industrial analysis and research services

Original Filing Basis:

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

Proposed:

Tracked Text Description: ~~Scientific and technological services and research and design relating thereto;~~ Scientific and technological services namely, research and design relating to environmentally friendly spray mechanism techniques and processes; ~~industrial analysis and research services;~~ industrial analysis, namely analysis of industrial fluids; industrial analysis and research services in the field of environmentally friendly spray mechanism techniques and processes

Class 042 for Scientific and technological services namely, research and design relating to environmentally friendly spray mechanism techniques and processes; industrial analysis, namely analysis of industrial fluids; industrial analysis and research services in the field of environmentally friendly spray mechanism techniques and processes

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /Lauren J. Krupka/ Date: 01/28/2015

Signatory's Name: Lauren J. Krupka

Signatory's Position: Attorney of Record, MD bar member

Signatory's Phone Number: 202-585-8210

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 79120984

Internet Transmission Date: Wed Jan 28 21:28:58 EST 2015

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N/A-N/A-20150128212416195560

Mu (letter)

From Wikipedia, the free encyclopedia

Mu (uppercase **M**, lowercase **μ**; Ancient Greek μῦ [mýː], Modern Greek μ or μυ [mi]) is the 12th letter of the Greek alphabet. In the system of Greek numerals it has a value of 40. Mu was derived from the Egyptian hieroglyphic symbol for water (𓆎), which had been simplified by the Phoenicians and named after their word for water, to become 𐤎 (mem). Letters that arose from mu include the Roman M and the Cyrillic М.



Look up *M* or *μ* in Wiktionary, the free dictionary.

Contents

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Names

Ancient Greek

In Ancient Greek, the name of the letter was written μῦ and pronounced [mýː].

Modern Greek

In Modern Greek, the letter is spelled μ and pronounced [mi]. In monotonic orthography, the ancient version is written with an acute accent instead of a circumflex: μύ.

Use as symbol

The lowercase letter mu (μ) is used as a special symbol in many academic fields. The uppercase mu is not used, since it is normally identical to Latin M.

Measurement

- the SI prefix *micro-*, which represents one millionth, or 10^{−6}
- the micron, an old unit that corresponds to the micrometre (which is now denoted "μm")

Mathematics

This is not exhaustive, since any Greek letter may be used freely as a variable name.

- a measure in measure theory
- minimalization in computability theory and Recursion theory
- the mean in the normal distribution
- the integrating factor in ordinary differential equations
- the learning rate in artificial neural networks
- the Möbius function in number theory
- the population mean or expected value in probability and statistics

Physics and engineering

In classical physics and engineering:

- the coefficient of friction (also used in aviation as braking coefficient)
- reduced mass in the two-body problem
- linear density, or mass per unit length, in strings and other one-dimensional objects
- permeability in electromagnetism
- the magnetic dipole moment of a current-carrying coil
- dynamic viscosity in fluid mechanics
- the amplification factor or voltage gain of a triode vacuum tube^[1]
- the electrical mobility of a charged particle
- a.k.a. rotor advance ratio; the ratio of aircraft airspeed to rotor tip speed in rotorcraft^{[2][3]}

In particle physics:

- the elementary particles called the muon and antimuon

In thermodynamics:

- the chemical potential of a system or component of a system

Computer science

In evolutionary algorithms:

- μ , population size from which in each generation λ offspring will generate (the terms μ and λ originate from evolution strategy notation)

Chemistry

In chemistry:

- the prefix given in IUPAC nomenclature for a bridging ligand

Pharmacology

In pharmacology:

- an important opiate receptor

Orbital mechanics

In orbital mechanics:

- Standard gravitational parameter of a celestial body, the product of the gravitational constant G and the mass M
- planetary discriminant, represents an experimental measure of the actual degree of cleanliness of the orbital zone, a criterion for defining a planet. The value of μ is calculated by dividing the mass of the candidate body by the total mass of the other objects that share its orbital zone.

Music

- Mu major chord
- Electronic musician Mike Paradinas runs the label Planet Mu which utilizes the letter as its logo, and releases music under the pseudonym μ -Ziq, pronounced "music"

Software

In application names:

- μ Torrent, a BitTorrent client

Cameras

The Olympus Corporation manufactures a series of digital cameras called Olympus μ [mju:]^[4] (known as Olympus Stylus in North America)

Linguistics

In phonology, it often stands for mora. In syntax, μ P (mu phrase) can be used as the name for a functional projection.^[5]

Character Encodings

- Greek Mu / Coptic Mu

Character	Μ		μ		μ		Ϡ		Ϡ	
Unicode name	GREEK CAPITAL LETTER MU		GREEK SMALL LETTER MU		MICRO SIGN		COPTIC CAPITAL LETTER MI		COPTIC SMALL LETTER MI	
Encodings	decimal	hex	decimal	hex	decimal	hex	decimal	hex	decimal	hex
Unicode	924	U+039C	956	U+03BC	181	U+00B5	11416	U+2C98	11417	U+2C99
UTF-8	206 156	CE 9C	206 188	CE BC	194 181	C2 B5	226 178 152	E2 B2 98	226 178 153	E2 B2 99
Numeric character reference	Μ	Μ	μ	μ	µ	µ	Ⲙ	Ⲙ	ⲙ	ⲙ
Named character reference	Μ		μ		µ					
DOS Greek	139	8B	163	A3						
DOS Greek-2	183	B7	230	E6						
Windows 1253	204	CC	236	EC						
TeX			\mu							

[6]

- Mathematical Mu

Character	μ		μ		μ		μ		μ		μ	
Unicode name	MATHEMATICAL BOLD CAPITAL MU		MATHEMATICAL BOLD SMALL MU		MATHEMATICAL ITALIC CAPITAL MU		MATHEMATICAL ITALIC SMALL MU		MATHEMATICAL BOLD ITALIC CAPITAL MU		MATHEMATICAL BOLD ITALIC SMALL MU	
Encodings	decimal	hex	decimal	hex	decimal	hex	decimal	hex	decimal	hex	decimal	hex
Unicode	120499	U+1D6B3	120525	U+1D6CD	120557	U+1D6ED	120583	U+1D707	120615	U+1D727	120641	U+1D741
UTF-8	240 157 154 179	F0 9D 9A B3	240 157 155 141	F0 9D 9B 8D	240 157 155 173	F0 9D 9B AD	240 157 156 135	F0 9D 9C 87	240 157 156 167	F0 9D 9C A7	240 157 157 129	F0 9D 9D 81
UTF-16	55349 57011	D835 DEB3	55349 57037	D835 DECD	55349 57069	D835 DEED	55349 57095	D835 DF07	55349 57127	D835 DF27	55349 57153	D835 DF41
Numeric character reference	𝚳	𝚳	𝛍	𝛍	𝛭	𝛭	𝜇	𝜇	𝜧	𝜧	𝝁	𝝁

Character	μ		μ		μ		μ	
Unicode name	MATHEMATICAL SANS-SERIF BOLD CAPITAL MU		MATHEMATICAL SANS-SERIF BOLD SMALL MU		MATHEMATICAL SANS-SERIF BOLD ITALIC CAPITAL MU		MATHEMATICAL SANS-SERIF BOLD ITALIC SMALL MU	
Encodings	decimal	hex	decimal	hex	decimal	hex	decimal	hex
Unicode	120673	U+1D761	120699	U+1D77B	120731	U+1D79B	120757	U+1D7B5
UTF-8	240 157 157 161	F0 9D 9D A1	240 157 157 187	F0 9D 9D BB	240 157 158 155	F0 9D 9E 9B	240 157 158 181	F0 9D 9E B5
UTF-16	55349 57185	D835 DF61	55349 57211	D835 DF7B	55349 57243	D835 DF9B	55349 57269	D835 DFB5
Numeric character reference	𝝡	𝝡	𝝻	𝝻	𝞛	𝞛	𝞵	𝞵

These characters are used only as mathematical symbols. Stylized Greek text should be encoded using the normal Greek letters, with markup and formatting to indicate text style.

See also

- Greek letters used in mathematics, science, and engineering
- Л, л - El (Cyrillic)
- Fraser alphabet#Consonants

References

- ^ Ballou, Glen (1987). *Handbook for Sound Engineers: The New Audio Cyclopedia* (1 ed.). Howard W. Sams Co. p. 250. ISBN 0-672-21983-2. "*Amplification factor or voltage gain* is the amount the signal at the control grid is increased in amplitude after passing through the tube, which is also referred to as the Greek letter μ (mu) or voltage gain (V_g) of the tube."
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Categories: Greek letters

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Micro-

From Wikipedia, the free encyclopedia

Micro (symbol **μ**) is a prefix in the metric system denoting a factor of 10^{−6} (one millionth).^[1] Confirmed in 1960, the prefix comes from the Greek μικρός (*mikrós*), meaning "small".



Look up *micro-* in Wiktionary, the free dictionary.

The symbol for the prefix comes from the Greek letter μ (mu). It is the only SI prefix which uses a character not from the Latin alphabet.

Examples:

- The size of the influenza virus is about 0.8 to 1.2 micrometres.^[2]
- Typical bacteria are 1 to 10 micrometres in diameter. Eukaryotic cells are typically 10 to 100 micrometres in diameter.^[3]

Metric prefixes							
Prefix name	symbol	1000 ^m	10 ⁿ	Decimal	English word		Since ^[n 1]
					short scale	long scale	
yotta	Y	1000 ⁸	10 ²⁴	1 000 000 000 000 000 000 000 000	septillion	quadrillion	1991
zetta	Z	1000 ⁷	10 ²¹	1 000 000 000 000 000 000 000	sextillion	thousand trillion	1991
exa	E	1000 ⁶	10 ¹⁸	1 000 000 000 000 000 000	quintillion	trillion	1975
peta	P	1000 ⁵	10 ¹⁵	1 000 000 000 000 000	quadrillion	thousand billion	1975
tera	T	1000 ⁴	10 ¹²	1 000 000 000 000	trillion	billion	1960
giga	G	1000 ³	10 ⁹	1 000 000 000	billion	thousand million	1960
mega	M	1000 ²	10 ⁶	1 000 000	million		1960
kilo	k	1000 ¹	10 ³	1 000	thousand		1795
hecto	h	1000 ^{2/3}	10 ²	100	hundred		1795
deca	da	1000 ^{1/3}	10 ¹	10	ten		1795
		1000 ⁰	10 ⁰	1	one		–
deci	d	1000 ^{−1/3}	10 ^{−1}	0.1	tenth		1795
centi	c	1000 ^{−2/3}	10 ^{−2}	0.01	hundredth		1795
milli	m	1000 ^{−1}	10 ^{−3}	0.001	thousandth		1795
micro	μ	1000 ^{−2}	10 ^{−6}	0.000 001	millionth		1960
nano	n	1000 ^{−3}	10 ^{−9}	0.000 000 001	billionth	thousand millionth	1960
pico	p	1000 ^{−4}	10 ^{−12}	0.000 000 000 001	trillionth	billionth	1960
femto	f	1000 ^{−5}	10 ^{−15}	0.000 000 000 000 001	quadrillionth	thousand billionth	1964
atto	a	1000 ^{−6}	10 ^{−18}	0.000 000 000 000 000 001	quintillionth	trillionth	1964
zepto	z	1000 ^{−7}	10 ^{−21}	0.000 000 000 000 000 000 001	sextillionth	thousand trillionth	1991
yocto	y	1000 ^{−8}	10 ^{−24}	0.000 000 000 000 000 000 000 001	septillionth	quadrillionth	1991

1. ^ The metric system was introduced in 1795 with six prefixes. The other dates relate to recognition by a resolution of the CGPM.

Contents

- 1 Symbol encoding in character sets
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- 4 References

Symbol encoding in character sets

For historical reasons, there are two different characters in Unicode, which appear slightly different in some fonts, although most fonts use the same glyph. The micro sign (μ) is encoded in the "Latin-1 Supplement" range identical to ISO/IEC 8859-1 (since 1985), at U+00B5 (Unicode 1.0, 1991). The Greek letter (μ) is encoded in the Greek range at U+03BC. According to The Unicode Consortium, the Greek letter character is preferred,^[4] but implementations must recognize the micro sign as well.

In circumstances in which only the Latin alphabet is available, the prefix can (unofficially) be represented using the letter u as in *um* for μm, or *uF* for μF.^[5]

Other abbreviating conventions

In some health care institutions, house rules deprecate the standard symbol for microgram, "μg", in prescribing or chart recording, because of the risk of misdose via the misreading of poor handwriting.^[6] The two alternatives are to abbreviate as "mcg"^[6] or to write out "microgram" in full (see also List of abbreviations used in medical prescriptions). But this deprecation, focused on bedside misdose avoidance in contexts where handwriting is often present, does not extend to all health-care contexts and institutions (for example, some clinical laboratories' reports adhere to it, whereas others don't^[6]), and in physical sciences academia, "μg" remains the sole official abbreviation.

See also

- micrometre
- microsecond
- square micrometre

References

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2. ^ http://www.nikon.com/about/feelnikon/universcale/index_f.htm

3. ^ Biology by Campbell & Reece tenth edition page 98 Ch. 6 A Tour of the Cell
4. ^ Unicode Technical Report #25 (<http://www.unicode.org/reports/tr25>)
5. ^ ISO 2955 (http://isotc.iso.org/livelink/livelink/4289384/ISO_2955-1983E_repr_of_SI_units_with_limited_char_sets.pdf?func=doc.Fetch&nodeid=4289384), Table 2.
6. ^ ^a ^b ^c Burtis, Carl A.; Ashwood, Edward R.; Bruns, David E. (2012), *Tietz Textbook of Clinical Chemistry and Molecular Diagnostics* (<http://books.google.com/books?id=BBLRUI4aHhkC&pg=PT2241#v=onepage&q&f=false>) (5th ed.).

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Categories: Metric prefixes

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de·odor·ize **verb** \dē-ˈō-də-,rīz\

: to remove an unpleasant smell from (something)

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Full Definition of DEODORIZE

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transitive verb

- 1** : to eliminate or prevent the offensive odor of
- 2** : to make (something unpleasant or reprehensible) more acceptable <the movie *deodorizes* his scandalous career>

- de-odor-i-za-tion *noun*
- de-odor-iz-er *noun*

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- See [deodorize](#) defined for kids >

Examples of DEODORIZE

- We had the carpet cleaned and *deodorized*.
- <the propaganda film attempts to *deodorize* the dictator's history of human rights abuses>

First Known Use of DEODORIZE

1856

Related to DEODORIZE

Synonyms
palliate, excuse, explain away, extenuate, gloss (over), gloze (over), whitewash

[+] more

Rhymes with DEODORIZE

accessorize, acclimatize, actualize, aerobicize, aestheticize, Africanize, allegorize, alphabetize, analogize, anatomize, anesthetize, ani...

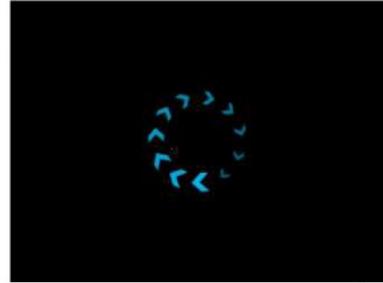
[+] more

de·odor·ize *transitive verb* (*Medical Dictionary*)

de-odor-ized or *British de-odor-ised* **de-odor-iz-ing** or *British de-odor-is-ing*

Medical Definition of DEODORIZE

- : to eliminate or prevent the offensive odor of
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- de-odor-iz-er or *British de-odor-is-er* *noun*



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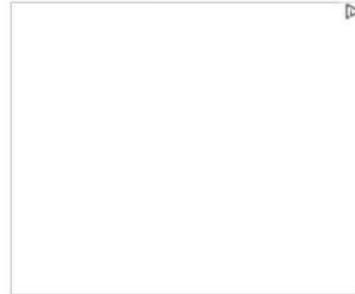
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Variants of DEODORIZE

de-odor-ize or British de-odor-ise

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