

From: Roach, April

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Subject: U.S. TRADEMARK APPLICATION NO. 79132965 - HYUNDAI AUTRON - 8491-131926 - Request for Reconsideration Denied - Return to TTAB

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

<b>U.S. APPLICATION SERIAL NO.</b> 79132965  <b>MARK:</b> HYUNDAI AUTRON	
<b>CORRESPONDENT ADDRESS:</b> JOHN E LYHUS  FIRCH EVEN TABIN & FLANNERY LLP  120 SOUTH LASALLE STREET SUITE 1600  CHICAGO, IL 60603	<b>GENERAL TRADEMARK INFORMATION:</b>  <a href="http://www.uspto.gov/trademarks/index.jsp">http://www.uspto.gov/trademarks/index.jsp</a>  <a href="#">VIEW YOUR APPLICATION FILE</a>
<b>APPLICANT:</b> Hyundai Motor Company	
<b>CORRESPONDENT'S REFERENCE/DOCKET NO:</b>  8491-131926  <b>CORRESPONDENT E-MAIL ADDRESS:</b>  trademark@fitcheven.com	

**REQUEST FOR RECONSIDERATION DENIED**

**ISSUE/MAILING DATE:** 10/20/2014

**INTERNATIONAL REGISTRATION NO.** 1167542

The trademark examining attorney has carefully reviewed applicant's request for reconsideration and is denying the request in part 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The amended entity type is accepted and the Section 2(d) refusals are withdrawn as to U.S. Registration Nos. 1104727, 1567009, and 3991863.

The identification requirement and Section 2(d) refusal as to U.S. Registration Nos. 1432737, 1815765, 3399983, and 3540456 made final in the Office action dated March 5, 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.

Specifically applicant did not present any arguments or evidence regarding the Section 2(d) refusal as to U.S. Registration Nos. 1432737, 1815765, 3399983, and 3540456.

Further, applicant was required to remove the parentheses from the identification of goods. TMEP §1402.12. Applicant did not amend the wording "manual switching apparatus (for telecommunication)" to remove the parentheses. The remainder of the proposed amended identification is accepted.

Accordingly, the request is denied.

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).

/April K. Roach/

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