

From: Willis, Pam

Sent: 12/4/2015 4:26:35 PM

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Subject: U.S. TRADEMARK APPLICATION NO. 79133708 - CHILLAX - MKLAW1.001IU - Request for  
Reconsideration Denied - Return to TTAB

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Attachment Information:

Count: 1

Files: 79133708.doc

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

**U.S. APPLICATION SERIAL NO.** 79133708

**MARK:** CHILLAX



**CORRESPONDENT ADDRESS:**

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**GENERAL TRADEMARK INFORMATION:**

<http://www.uspto.gov/trademarks/index.jsp>

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**APPLICANT:** Vitality Brands Worldwide Pty Ltd

**CORRESPONDENT'S REFERENCE/DOCKET NO:**

MKLAW1.001IU

**CORRESPONDENT E-MAIL ADDRESS:**

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**REQUEST FOR RECONSIDERATION DENIED**

**ISSUE/MAILING DATE:** 12/4/2015

**INTERNATIONAL REGISTRATION NO. 1169500**

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. §2.63(b)(3); TMEP §§715.03(a)(ii)(B),

715.04(a). The following refusal made final in the Office action dated January 31, 2014 is maintained and continues to be final: refusal to register based upon Trademark Act Section 2(d) as to U.S. Reg. No. 3538565. *See* TMEP §§715.03(a)(ii)(B), 715.04(a).

In the present case, applicant's request has not resolved all the outstanding issues, nor does it raise a new issue or provide any new or compelling evidence with regard to the outstanding issue 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.

If applicant has already filed a timely notice of appeal with the Trademark Trial and Appeal Board, the Board will be notified to resume the appeal. *See* TMEP §715.04(a).

/Pamela Y. Willis/

Trademark Examining Attorney

U.S. Patent & Trademark Office

Law Office 106

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