

From: Martin, Christine

Sent: 2/5/2015 9:41:19 AM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 79141996 - F\*\*K PROJECT - 1722-336 - Request for  
Reconsideration Denied - Return to TTAB - Message 1 of 5

\*\*\*\*\*

Attachment Information:

Count: 9

Files: r-1.jpg, r-2.jpg, r-3.jpg, r-4.jpg, r-5.jpg, dds-1.jpg, dds-2.jpg, dds-3.jpg, 79141996.doc

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

**U.S. APPLICATION SERIAL NO.** 79141996

**MARK:** F\*\*K PROJECT



**CORRESPONDENT ADDRESS:**

JOHN S. EGBERT

EGBERT LAW OFFICES, PLLC

1314 TEXAS, 21ST FLOOR

HOUSTON, TX 77002

**GENERAL TRADEMARK INFORMATION:**

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

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**APPLICANT:** GIORGIO S.R.L.

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

1722-336

**CORRESPONDENT E-MAIL ADDRESS:**

mail@egbertlawoffices.com

**REQUEST FOR RECONSIDERATION DENIED**

**ISSUE/MAILING DATE:** 2/5/2015

**INTERNATIONAL REGISTRATION NO. 1190861**

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 requirement(s) and/or refusal(s) made final in the Office action dated October

4, 2014, are maintained and continue to be final: Trademark Act Section 2(a) Refusal. *See* TMEP §§715.03(a)(ii)(B), 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.

Please see the attached cumulative evidence including the attached evidence from the Trademark Electronic Search System demonstrating that no "F\*\*K" or "F\*CK" trademark applications have ever registered.

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).

If no appeal has been filed and time remains in the six-month response period to the final Office action, applicant has the remainder of the response period to (1) comply with and/or overcome any outstanding final requirement(s) and/or refusal(s), and/or (2) file a notice of appeal to the Board. TMEP §715.03(a)(ii)(B); *see* 37 C.F.R. §2.63(b)(1)-(3). The filing of a request for reconsideration does not stay or extend the time for filing an appeal. 37 C.F.R. §2.63(b)(3); *see* TMEP §§715.03, 715.03(a)(ii)(B), (c).

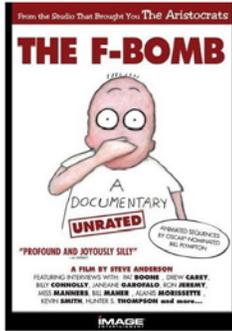
/Christine Martin/

Examining Attorney

Law Office 104

(571) 272-1630

[christine.martin@uspto.gov](mailto:christine.martin@uspto.gov)



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**F--k**  
Alanis Morissette (Actor), Billy Connolly (Actor), Steve Anderson (Director) | Rated: Unrated | Format: DVD  
★★★★☆ • 20 customer reviews

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Product Details

Actors: Alanis Morissette, Billy Connolly, Drew Carey, Ice-T, Janeane Garofalo

Directors: Steve Anderson

Format: NTSC

Language: English

Region: All Regions

Aspect Ratio: 1.78:1

Number of discs: 1

Rated: **NOT RATED**

Studio: Image/Thinkfilms

DVD Release Date: May 10, 2006

Run Time: 90 minutes

Average Customer Review: **★★★★☆** (20 customer reviews)

ASIN: B000KB488Y

Amazon Best Sellers Rank: #247,652 in Movies & TV (See Top 100 in Movies & TV)

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### Special Features

- Commentary by director Steve Anderson
- Extended interviews
- Extended and deleted scenes
- F\*\*k counter
- Interviews with Bill Plympton and Steve Anderson
- Theatrical Trailer

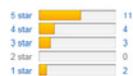
### Editorial Reviews

A rollicking and hilarious film about the mother of all curse words. It's taboo, obscene and controversial, yet somehow permeates every single aspect of our popular culture - from Hollywood to the schoolyard to the Senate floor in Washington D.C. The F-Bomb brings to life the dirty word's impact with a fast-paced and funny collection of film clips, animation and the insight of linguists, entertainers and comedians. Both liberals and conservatives chime in with opinions about this amazing word that always has been at the very center of debate on censorship and Free Speech. Pat Boone, Tera Patrick, Bill Maher, Drew Carey, Alanis Morissette and the late Hunter S. Thompson all have something to say. As the Austin Chronicle enthused "Four out of five fornicators agree- (The F-Bomb) F\*\*k rocks!"

### Customer Reviews

★★★★☆ (20)

4.1 out of 5 stars



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32 of 35 people found the following review helpful

★★★★☆ **Free Speech Or Abused Speech? Which Side Are You On?**

By [B. Merritt](#) [view voice](#) on March 3, 2007

Format: DVD

It's puzzling how words effect people differently. Some are strongly affected, while others take them in stride. But one thing is for certain, the F-word has been a contentious four-letter symbol for a multitude of reasons.

First, is where it came from. There are so many false claims as to boggle the mind. Most of these fallacies center around a Playboy Magazine article from the 70s that said the F-word was "An order from the King to go forth and propagate." Supposedly this originated sometime around the 17th century and, of course, it's completely untrue. Helping to dispel this myth, the F\*\*K documentary seeks to enlighten and entertain and does so for the most part.

So where did this dastardly word come from? The simple answer is: we don't know. We do know that it first appeared as a written word around 1456, but that's about it. What we do know is that now the word is held as vile filth by some, while others use it daily.

### Customer Images



### Most Recent Customer Reviews

★★★★★ **AAH! Beautiful words.**

Saw this on the Documentary Channel and fell in love. Words everywhere rejoice..F\*\*\* is what you make of it (noun, verb, adjective...). [Read more](#)  
Published on December 31, 2012 by Polly MacKenzie

★★★★★ **WTF**

Steve Anderson cuts to the quick with clips and footage from famous people on both ends of the scale. A recommended must see!  
Published on December 20, 2012 by T. Houston

★★★★★ **Great!**

I woke up at 2:30 am a couple of weeks ago and caught the last twenty minutes of the documentary. It made me laugh so hard that I had to buy it.  
Published on December 14, 2012 by Danielle Dunet

★★★★★ **No matter your belief structure... a must see.**

Great film. Would be good for high school students to view and have a second thought on how they

Cutting a large swath across socio-political and generational lines, the documentary interviews everyone from cursing experts and porn stars, to Miss Manners and Pat Boone.

Anyone interested in the First Amendment should no doubt see this documentary along with THIS FILM IS NOT YET RATED. Both focus on America's disdain for words over violence. It's quite all right to shoot someone in the face on TV, but say the word "F\*\*K" and you're in big trouble with the FCC. A brief and sexually explicit scene from a European rock concert shows how open other nations are to sexuality and the F-word's express meaning, while American's can't seem to get over it.

That being said, I will say that I use the F-word on occasion but only within an appropriate context. [Read more](#)

Comment Was this review helpful to you?

7 of 7 people found the following review helpful

★★★★☆ **After Hall Way, It Got Old**

By Daniel G. Labryk [top 50 reviews](#), on June 18, 2009

Format: DVD

It's clearly hard to write a review of this movie, why, well it's about a word that is specifically banned in Amazon's reviews. We're left to the euphemisms they mentioned in the movie.

All kidding aside, the first half of this film is remarkably good. It's well put together and makes a lot of sense. Just after the couple simulating sex at the rock festival in Europe, the film just becomes repetitive and boring.

The movie is a classic talking head documentary. There's some cute animation between segments (see the cover art, the same artist did the inter segment work). A couple of talking heads against a black background talk about some aspect of the word. It goes back and forth, and sometimes a clip is shown to illustrate the point. There's subtitles that are supposed to be witty (not really). The talking head list is very wide - from Miss Manners to Ron Jeremy (that pretty well covers the gamut there). Tera Patrick a surprisingly intelligent. And of course I'd like the movie when Kevin Smith talks.

There's a couple of good segments about Lenny Bruce and George Carlin - in so many ways this film should be about these two guys.

How offensive is this film - it's not really. That word is used over 600 times. But after about number 100, it's nothing. In fact you kind of find yourself leaning toward saying it in casual conversation. The views are somewhat well balanced between conservative view (Pat Boone) and liberal view (Kevin Smith). It isn't apparent the director had an axe to grind one way or the other.

An hour and 30 minutes, roughly. It's so R rated. Actually when you get down to the nuddy, it's R not anywhere near NC-17. No violence. Minimal nuddy (you would expect more). Tons of strong language.

1 Comment Was this review helpful to you?

2 of 2 people found the following review helpful

★★★★★ **A Very Funny and Educational Look at the Origins and Use of the word F\*\*K**

By John J. Cardella on February 16, 2009

Format: DVD [Verified Purchase](#)

I highly recommend this dvd. It not only keeps you laughing through out the show, but also gives you a history and possible origin of the word "F\*\*K". It's nice to see a variety of comedians and a little animation thrown in too! Over all, well put together and enjoyable to watch!

Comment Was this review helpful to you?

5 of 7 people found the following review helpful

★★★★★ **F\*\*k Yeah!**

By Huckleberry69 on May 3, 2007

Format: DVD

If you wish to laugh repeatedly, and also wish to learn a little about the origin and evolution of the most commonly used cuss word, then rent this movie. It documents quite thoroughly the right-wing's attack against the use of profane language, and even allows many of them to respond with their justifications for condemning mere human language, a basic right protected under the 1st Amendment. (Not as THEY interpret it, of course!)

Though the Right is represented here, this is definitely a movie only the more liberal-minded will truly enjoy, for it is quite "profane" and harsh toward conservatives who wish to legislate their brand of morality in the U.S., especially in its exploration of the Lenny Bruce trials and George Carlin's "seven dirty words." So, in other words, it's quite biased, but so what? The Right cares not for the equal representation of ideas, so disregard the ignoramus that gave this movie one star because it was unfair to the Right (boo hoo!)

If the prospect of living in a BushWorld frightens you, then rent this movie. John Ashcroft, the former Attorney General under W, is perfectly illustrative of the world social conservatives want when he was giving a press conference, he covered up the Venus deMiles' breast because it made him uncomfortable. A great work of art, censored because it made an uptight prig uncomfortable. Next they'd start censoring Shakespeare, Milton, Chaucer, etc.

Haven't these people read the Old Testament? There's much worse to be found there: justification for the raping of women, justification for the selling of young girls into slavery, justification of slavery, stoning the unruly child to death and on and on and on, massive oenocide and justifications for.

Unrated movie, however the good and right do not seem to be viewed and there is certainly enough bad movie every flout vulgar language including today's so-called ADULTS.  
Published on June 19, 2012 by Andee in NC

★★★★☆ **A Fun Subject Matter That Occasionally Gets Bugged Down In...**

A long form inspection of the most infamous word in the English language, with insights from all walks of life. [Read more](#)  
Published on February 6, 2012 by drqshadow

★★★★☆ **not funny**

I would not watch such film for free, much less pay to see it. That trash "ice-f" is so ashamed, he will not use his real name! [Read more](#)  
Published on September 25, 2011 by W. Jenkins

★★★★★ **A Treat**

A sweet, cheeky job of analyzing the controversy over a four letter word. Unabashedly biased, despite the presence of both Hunter S. Thompson and Alan Keyes. [Read more](#)  
Published on May 20, 2010 by Laura Anglin

★★★★★ **Funny and Thought provoking**

The F-bomb is a word many of us use often, if not daily. Its prominence in the English language cannot be understated. [Read more](#)  
Published on November 29, 2009 by James M. Stafford III

★★★★★ **brilliant!**

A fascinating exploration of obscenities, the F word in particular, by comedians, linguist, writers, and other "in the know." [Read more](#)  
Published on May 14, 2008 by AIROLF

★★★★★ **Excellent Documentary**

Very thorough examination of America's favorite word. The DVD enhanced my use of the word which I didn't think possible!  
Published on October 18, 2007 by Sandy Simpson

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slavery, stoning the unruly child to death and on and on and on, massive genocide and justifications for.

Maybe we should censor, or ban, the Bible next...

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### 'Jesus Christ holy f\*\*k' News 24 responds to Taiwan plane crash

Sapa | 04 February, 2015 14:00



Parts of TransAsia Airways ATR 72-600 turboprop airplane on the ground where they fell when the aircraft crashed into the Keelung River shortly after takeoff from Taipei Songshan airport. Image by: Ashley Pon / Getty Images

A profanity-laden tweet issued on News24's Twitter account on Wednesday, regarding the plane crash in Taiwan, was posted by a staff member, editor-in-chief Andrew Trench said.

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*Cadence*

"The tweet was sent out by accident by a News24 staffer," Trench said.

"As soon as we realised what had happened we removed it and tweeted an apology."

He said News24 launched an internal disciplinary process.

"The lesson here is a journalist should not say anything on any social media account that they would not say to their mom."

Earlier on Wednesday, a tweet went out on the News24's account with pictures of the plane as it swooped over a bridge before crashing in Taipei, Taiwan.

The caption read: "JESUS CHRIST HOLY F\*\*K RT @News24: WATCH: Dramatic footage of plane crash in Taiwan."

The tweet was deleted, but not before Twitter users had taken a screen grab of it.

After deleting the tweet @News24 tweeted: "We sincerely apologise for the previous tweet and any offence its content may have caused. It was sent out erroneously."

Since then a parody account called @Newsf\*\*king24 has popped up on the social networking site and already garnered 1445 followers by 1.30pm.

The parody account makes fun of News24 by inserting swear words into every tweet.

Their first tweet said "Let's f\*\*king deliver some fucking news!"

This was followed by tweets such as "The f\*\*king weather is so f\*\*king temperate" and "Load shedding is f\*\*king on like donkey f\*\*king kong. Charge your f\*\*king sht."

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5 'Jesus Christ holy f\*\*k' News 24 responds to Taiwan plane crash

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