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Subject: U.S. TRADEMARK APPLICATION NO. 79144500 - RADIODNS HYBRID RADIO DNS - N/A - Request for Reconsideration Denied - Return to TTAB - Message 1 of 3

Attachment Information:

Count: 13

Files: gappster-1.jpg, gappster-2.jpg, gappster-3.jpg, TCF-1.jpg, TCF-2.jpg, TCF-3.jpg, SADIBA-1.jpg, SADIBA-2.jpg, radioworld-1.jpg, radioworld-2.jpg, radioworld-3.jpg, radioworld-4.jpg, 79144500.doc

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

U.S. APPLICATION SERIAL NO. 79144500

MARK: RADIODNS HYBRID RADIO DNS



CORRESPONDENT ADDRESS:

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GENERAL TRADEMARK INFORMATION:

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

APPLICANT: Nicholas Piggott

CORRESPONDENT'S REFERENCE/DOCKET NO:

N/A

CORRESPONDENT E-MAIL ADDRESS:

REQUEST FOR RECONSIDERATION DENIED

ISSUE/MAILING DATE:

INTERNATIONAL REGISTRATION NO. 1196774

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). Applicant amended the identification of services. The amendment is acceptable and the record updated. Accordingly the requirement for a definite identification of services is satisfied.

However, the following requirement made final in the Office action dated November 17, 2014 is maintained and continues to be final: DISCLAIMER. See TMEP §§715.03(a)(ii)(B), 715.04(a).

In the present case, applicant's request has not resolved the outstanding issue, 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.

See additional evidence submitted to show that the words "RADIO DNS" are used to describe a technology that links radio broadcast to the Internet using the existing Domain Name System (DNS).

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).

/Kathleen Lorenzo/

Examining Attorney

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Radio DNS - Connecting Radio and Internet

01:31pm / 21
May, 2010



Radio as we all know is becoming more multi-platform. More than ever before radio is reaching people in new and different ways. People are now expecting radio everywhere - where they want it and how they want it.

RadioDNS is a collaborative project to enable the convergence of radio broadcasting and IP-delivered services. It aims to significantly enhance the experience of radio listening using scalable and resilient broadcast technology in tandem with additional information via IP.

In non-techie words, the project aims to use the information that is already broadcasted and, by using standard technology, connect to the Internet to allow users to discover more about what they are listening to. This would enable you to have an electronic program guide and even let you 'tag' bits of the radio you find interesting such as your favorite song or something the presenter said.

First radio incorporating RadioDNS technology:

The RadioDNS project is very pleased to announce that the **PURE Sensia**, a connected digital radio launched, is the first radio device to incorporate RadioVIS technology, based on the RadioDNS framework.

The Sensia is able to show IP delivered visual services from many DAB radio stations, including Heart, Galaxy, 95.8 Capital FM and all of Global Radio's other brands, and national services Absolute Radio, Fun Kids and Traffic Radio

Developers at PURE worked from draft RadioDNS and RadioVIS specifications, and have also contributed to developer discussions. RadioDNS and RadioVIS is already used by Global Radio in their iPhone and Symbian mobile phone applications, and prototype clients have been developed by the BBC and Global Radio. As RadioDNS and its associated

- [Web-Radio](#)
- [Internet Radio](#)

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Users (0) Guests (9)

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Partners



Featured Radio Station



developed by the BBC and Global Radio. As RadioDNS and its associated applications are open specifications, any manufacturer can incorporate the technology in their device, and any broadcaster can provide services. The unique RadioDNS lookup system allows devices to locate broadcaster services automatically, and without any user intervention. RadioDNS is a community project, with supporters from across the world.

The project website is at <http://radiodns.org>

An updated overview of RadioDNS technology



The video player displays a presentation slide titled "RadioDNS radiodns.org". The slide text reads: "Radio DNS is a technical collaboration between the BBC, Global Radio (UK), and other broadcasters worldwide". Below the text, a grid of logos for various broadcasters is shown, including ABC, Absolute, BBC, global, Clearcast, RTE, antenna, RTL, and others. The video player interface includes a play button, a progress bar, and a volume icon.

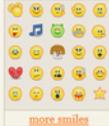
added: [Element](#) view times: 5295

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1.  **LAYT FM** 01:53am / 30 July, 2011

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- \:D/ <> LAYT FM DANCE <> \:D/ -
- <http://LaytFm.myftp.biz:8541/listen.pls> -
- \:D/ <> LAYT FM MANEA <> \:D/ -
- <http://LaytFm.myftp.biz:8067/listen.pls> -
- \:D/ Da si tu mass-ul mai departe! \:D/ -

2.  **Doofecolla** 05:12pm / 13 December, 2012

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Technology for Community Radios; Radio DNS

Posted by Nsubuga Martin Herbert on July 22, 2009 at 7:30pm [View Blog](#)

Radio is everywhere especially in the rural communities. The pervasiveness of radio has remained almost unmatched. No other device has infiltrated so many places - Kitchens, living rooms, workplaces, shops, cars etc..

In Uganda, each home has a radio - but, increasingly, they don't look like radio; radio is now included within multi-functional devices like MP3 players and cellular telephones. The largest manufacturer of radios is now Nokia, which ships more phones that contain FM radios than anyone else. That is pointing to a trend that we cannot ignore, and that is a tremendous opportunity for radio. As radio is included as a function on many devices, more and more devices are also becoming connected to the Internet in some way or another.

The paradox is that as radio and the Internet are appearing together on the same devices, they aren't properly converged. To date no standard has been put in place for a device to make a connection between a broadcast radio station it's receiving from the radio, and that station's presence on the Internet. A radio tuned into 91.3 MHz in Kampala has no idea that it could get additional functionality and personalized content from capitalfm.com.

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- Find us on a TELECENTRE
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Radio DNS seeks to address that problem. This is a solution for the disadvantaged community radio stations from Community Multimedia Centres in Uganda and East Africa. Radio DNS is a community project initiated by Global Radio, UK's largest commercial broadcaster, and the BBC. Working on an open framework for standardizing the connection between radio and the Internet.

It is designed to work with most forms of broadcast and streaming radio – FM, HD, DAB, DRM, satellite – and uses pre-existing information already in the transmissions, such as RDS PI codes in FM and Sid codes in DAB. This information can be concatenated to form a pseudo-domain with which you can query any DNS server to find out the real domain associated with that broadcaster.

So, to continue our example, 91.3 FM in Kampala becomes 0913.C586.E1.fm.radiodns.org. If you ask any DNS server to resolve this domain, it tells you that it's really an alias for capitalfm.com. If this looks like geek- speak, don't worry about that bit. All you need to know is that Radio DNS provides the way for radio broadcasters to tell radios how to connect back via the Internet. Radio DNS is an open project, so any broadcaster can put their station details into Radio DNS. Which is very important for Community Radios.

Once you have created that connection between the radio broadcast and the Internet, you can create all kinds of useful applications that can take advantage of this powerful combination of technologies, which the Community Multimedia Centres require.

Currently within the radio DNS project there are three applications – Radio VIS, Radio EPG and Radio TAG.

- Radio VIS adds visual enhancement (text and color images) to an existing radio broadcast. Global Radio UK uses Radio VIS to add the text and images to its mobile applications, and any application writer can access this content by following the radio DNS and Radio VIS protocols.
- Radio EPG gives access to program information, and service linking information. This would allow a radio to have a "universal preset" for a station, which would try and tune in first through Internet streaming. Regardless of where in the world you are, that preset would find your station. Your audience cares about content, not platform.
- Radio TAG is a very simple interactive layer, which sends back a simple tag to the originating broadcaster when the listener presses a button. This could form the basis of voting system, music downloading or getting more information about an artist, interview, news, story etc.

Broadcasters can implement whatever applications they want to, and are not required to implement all of them. Other new applications can be built on the foundation of Radio DNS, and the Radio DNS project exists to



on the foundation of radio networks, and the radio network project exists to manage the foundation framework and support applications.

Radio DNS is an opportunity for broadcasters to agree on technology and compete on content, and ensure that we have a consistent, open, ubiquitous approach to converging broadcast radio and the Internet on the next era of connected media devices. Radio DNS is already powering best selling iPhone applications, and is in use in many internal projects. The technology is used as scalable as the internet itself. Find more: www.radiodns.org

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Comment by **Sandra Nassali** on July 27, 2009 at 5:25pm

Wow..this is interesting..thanks Martin

Cheers

Comment by **Cuchie Echeverria** on July 27, 2009 at 3:38pm

Hé Niubuga. Thanks for sharing this information with us.

Comment by **ROBINSON WIKANA MUKANGAYI** on July 24, 2009 at 5:52pm

This seems to solve most of my problems. Look! I once thought it this way, a broadcaster in the room and on air with a computer connected to the internet. information being transmitted on air and same being transmitted on the internet creating an a very conducive space for knowledge discussions e.t.c. Am beginning to understand this one please simplify it further.



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RadioDNS Hybrid Radio



Radio DNS is open technology that lets broadcast radio and the internet work together, enhancing the listener experience and making radio better.

RadioDNS provides the link between what you're broadcasting over FM, DAB, HD Radio (or other broadcast platforms), and what you can also provide over an Internet connection. This lets you combine the power of **broadcasting** to reach many people, in many places very cost effectively, and the power of **the internet** to deliver enhanced or personalised content. Put simply, it makes better radio.

RadioDNS: Hybrid Radio Accelerates

by Nick Piggott

on 05/02/2013

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STORY TOOLBAR



The author is chairperson of the RadioDNS Project.

Hybrid Radio uses existing FM or HD broadcasts as a robust and reliable way to deliver audio, but presents them like an app, by using additional meta-data (such as logos and descriptions) delivered over an IP connection (WiFi, 3G, LTE). This all happens automatically and without any user intervention.

Apart from the obvious music royalty cost issues, moving away from audio streaming helps listeners by reducing IP data consumption and battery drain on portable devices. If the listener loses FM reception, he or she can be switched automatically to streaming until such time as the FM signal improves, and then automatically switched back to FM. "Uses 50 percent less data" isn't yet a strong consumer benefit, but it surely will be in the future.



Nick Piggott, left, demos RadioDNS at the NAB Show for Rick Benson of Cox. RadioDNS is the not-for-profit organization that promotes the concept of Hybrid Radio by setting the technical standards to support it. Its membership encompasses broadcasters in the United States, Europe and Australia, and credit: Photo by Jim Peck

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standards to support it, as membership encompasses broadcasters in the United States, Europe and Russia, and comprises a mix of manufacturers, broadcasters and service providers.

We at Radio DNS have adopted an open approach to technology development, which is inspired by the collaborative nature of Internet standards. We use existing Internet technologies like DNS, but glue them together in a way that's helpful for radio. All the data and interaction goes directly from the listener to the broadcaster, and not via RadioDNS.

Our goals

We recently held our sixth general assembly in Geneva, Switzerland. It's our busiest meeting of the year, with elections, reports, reviews and forecasts. It's a reflection of the organization's growth that the business discussed this year was more operational and immediate than in previous years, which dealt mostly with establishing the organization.

As more manufacturers are looking to launch devices, there's a need to register a clear visual logo for "RadioDNS Hybrid Radio" for consumers. Similarly, increased manufacturer and broadcaster interest means there will be a dedicated Test and Demonstration environment for RadioDNS. The project website will be overhauled to make information easier to access, and sections for various languages added, and more countries are invited to join the collaboration.

RadioDNS's technical projects continue to evolve, reflecting input and experience from broadcasters in all nations. RadioVIS, our visualization layer, now supports devices of all resolutions, including the latest "Retina" style displays.

The RadioEPG team is working with IMA to create a single EPG system for radio, the "Hybrid Radio EPG." And the RadioVIS team used the RadioDays Europe conference to demonstrate our progress toward a simple but powerful tagging or bookmarking system that is universal across radio stations, devices and countries.

Major automotive OEM Visteon demonstrated that much of this functionality on their range of car radios at the same RadioDays Europe conference. Even their most basic car radio allows you to tether a cellphone via Bluetooth to receive the station information on a color screen. When you tune to FM in the dash, the smartphone shows all the additional information and visuals, and creates the click-through or bookmarking functions.

RadioDNS Hybrid Radio has been enthusiastically adopted in Europe, where it's now available to more than 70 million radio listeners a week in the United Kingdom and Germany, and in six other European countries. In the United States, Clear Channel, Emmis, Cox and the NAB are all active supporters of RadioDNS, and contributed to demonstrations at the 2013 NAB Show in Las Vegas in April.

Manufacturers like Philips, Pure and Revv incorporated Hybrid Radio into their tablet radios and, most interestingly, in iPhone docking stations, where the visual information and interaction is displayed on the iPhone screen.

Broadcast first

Of course, the key question remains whether the concept of Hybrid Radio can reinvigorate broadcast radio in the smartphone. There's no doubt that people like listening to radio on smartphones, evidenced by the rise of apps like TuneIn and iHeartRadio.

Hybrid Radio could play a stealth-technology role here, by silently switching people from streaming to broadcast radio without disrupting their experience. Conversely, it would allow smartphone manufacturers to overhaul their existing FM radio apps to be as good as TuneIn or iHeart.

There should be every motivation for incumbent broadcasters to promote the idea of "broadcast first," not least because even the most crowded FM market is less daunting to navigate than 10,000 stations in an Internet sense.

It's interesting to note that Internet radio providers are now doing what they can to make their listings more relevant by filtering them down to "local" stations first; the stations people know, love and listen to most. The percentage of "real" radio listeners genuinely seeking to expand their listening experience with out-of-market stations is probably very low.

What's holding smartphone manufacturers back? In short, interest.

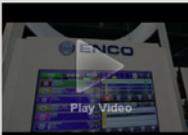
They don't believe there's any interest from broadcast radio, so it doesn't warrant resources to rewrite the apps. It's upon the broadcast radio industry to reignite that interest by championing all the unique benefits of broadcast radio, and to

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You Were Buvmo Bob Hallenbeck

use unlicensed radio spectrum to replace the existing system by integrating an over-the-air service to unlicensed radio, and to reorganize the presentation of radio on a smartphone with Hybrid Radio content.

Broadcasters must make the initial (slight) effort to start Hybrid Radio services for their stations first, before the smartphone manufacturers can justify revising broadcast radio.

RadioDNS works closely with both broadcasters and manufacturers, coaxing and helping them towards Hybrid Radio. As a small organization, we concentrate on bringing people together to share problems and create solutions collaboratively.

This "agree on technology, compete on content" sentiment means we can harness the collective energy and resources of the global radio industry to help reinvent broadcast radio as a genuine and powerful competitor to streaming services.

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