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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	79145328
Applicant	ERIKSEN AngÃ©lique
Applied for Mark	EGG EVENTS
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Submission	Appeal Brief
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Date	09/25/2015

**IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board**

Case No ESTTAA690630

Serial number 79145328

Jacques Levy

And

Angélique Eriksen

Applicants-Appellants

Vs

Examining Honorable Attorney, Law Office 104

Michael Eisnach

Appellee-Respondent

BRIEF OF APPEAL

CERTIFICATE OF INTERESTED PERSONS

The undersigned certify that the following listed persons have an interest in the outcome of this case.

1. Mr. Jacques Levy, domiciled 9 rue de Belzunce F-75010 Paris, France, co-owner of the trademark EGG EVENTS;

2. Mrs. Angélique Eriksen, domiciled 7 place des Etats Unis, F-75116 Paris, France, co-owner of the trademark EGG EVENTS ;

Appellants

3. Mr. Michael Eisnach, Examining Attorney, Law Office 104,

Appellee-Respondent

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MISCELLANEOUS

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STATEMENT OF JURISDICTION

a. Appeal object

The present appeal is directed against the final decision of the honorable Examining Attorney, Mr. Michael Eisnach, Law Office 104, dated April 1st 2015 (mailing date), refusing the registration of the applied EGG EVENTS (serial number 79145328) because of a likelihood of confusion with the mark in U.S. No 4567343 EGG JAPAN.

b. Appeal admissibility

Pursuant to Article 15 U.S.C. § 1070, an appeal may be taken to the Trademark Trial and Appeal Board from any final decision of the examiner in charge of the registration of marks upon the payment of the prescribed fee.

The applicant must file the notice of appeal and appeal fee within six months from the mailing date of final refusal 37 C.F.R. 2.142(a).

The applicant must file an appeal brief within 60 days of the date of the appeal.

In our case, the Appellants have sent their notice of appeal on August 20th 2015 and have duly paid the appeal fee.

The deadline to send the appeal brief is September 30th 2015.

The present appeal has thus been timely sent.

The present appeal is thus receivable.

STATEMENT OF THE ISSUE

The issue on appeal is whether the mark "EGG EVENTS", when used in connection with the identified goods, is likely to be confused with U.S. Registration No. 4567343, for EGG JAPAN, issued July 15th 2014, registered to Mitsubishi Estate Co., Ltd. of Japan under Section 2(d) of the trademark Act, Article 15 U.S.C. § 1052(d).

The issue involved in our case, is whether there is likelihood of confusion pursuant to Article 15 U.S.C. § 1052(d) between the Applicants and Appellants trademark EGG EVENTS (Serial No 79145328) with the trademark EGG JAPAN (Registration No 4567343).

STATEMENT OF THE CASE

a. Proceedings

On April 22nd 2014, the USPTO registered the application of the trademark EGG EVENTS, which was filed on March 4th 2014 on the basis of Sect. 66(a) (Madrid Protocol).

On July 28th 2014, the USPTO suspended the registration procedure.

The suspension was motivated on the fact that there was a pending registration of a trademark called EGG JAPAN (serial number 86118300) which could create a likelihood of confusion with the Appellants' trademark EGG EVENTS.

The mark EGG JAPAN was registered on July 15th 2014 (US Registration number 4567343).

On January 23rd 2015, the Applicants-Appellants have responded to the suspension letter of the USPTO. They considered that the suspension could be lifted and that there was no likelihood of confusion between the marks EGG EVENTS and EGG JAPAN.

On February 20th 2015, the examining attorney notified an office action in which the registration of EGG EVENTS in the United States was refused based on the fact that there was a likelihood of confusion with the newly registered trademark EGG JAPAN.

On March 3rd 2015, the Applicants-Appellants contested the refusal to register the trademark EGG EVENTS and claimed that there was no likelihood of confusion.

On April 1st 2015, the examining attorney notified a final refusal to register the trademark EGG EVENTS in the United States.

On May 4th 2015, the Applicants-Appellants filed a request for reconsideration.

On May 27th 2015, the examining attorney notified that the request for reconsideration was denied.

On August 20th 2015, the Applicants-Appellants sent their notice of appeal for all classes (035, 039 and 043) and paid to appeal fees to the Trademark Trial and Appeal Board.

Confirmation of receipt of the notice of appeal under number ESTTAA690630 was notified to the Applicants-Appellants by the Trademark Trial and Appeal Board on the same date.

b. Statements of Facts

A. EGG EVENTS is specialized in events planning and organization as it is clearly depicted in EGG EVENTS web site (<http://www.egg-events.com>).

The services provided in relation with the trademark EGG EVENTS are the following:

1. Logistic management

Destination and venue sourcing, third-party sourcing, negotiating and contracting, VIP, KOL and delegate management, website/online platform development, travel management and ticketing, ground transfers and staffing.

2. Finance

Budget controllership and compliance, Invoice reconciliation and Invoicing.

3. Technical production

Technical direction and technical sourcing

4. Content planning and production

Strategic planning/meeting architecture, event branding: concepts, slogan, visual identity, stage design: plans, roughs, mood boards, etc., event communication plans, speaker (keynote) sourcing, contracting and management, presentation/speaker management (coaching & editorial assistance), Audiovisual production, Info graphics, and animations, teambuilding, etc.

Furthermore, EGG EVENTS is to be protected:

- for organization of exhibitions for commercial or advertising purposes; public relations, (class 35);
- for arranging of travel tours; transportation of persons logistics services, namely, transportation of persons by air, rail, road or ship, booking seats of travel (class 39); and
- Booking of temporary accommodation (class 43).

Based on the above, we can notice the services are highly specialized and qualified and to be provided to qualified customers such as businesses and professionals.

B. EGG JAPAN (*Entrepreneur Group for Growing JAPAN*) is located in Marunouchi, Tokyo, one of the world's premier business districts where over 230,000 people work in about 4,000 offices. Consisting of Business Development Offices and a Business Club (Tokyo 21c Club), EGG JAPAN is a platform for the creation of new businesses.

EGG JAPAN provides personalized business support to match the requirements and circumstances of their tenants, who include venture companies and individuals, and both overseas and Japanese enterprises. Through about 200 consultations a year, they provide the Business Development and incubation programs listed below to help companies with start-ups, creating new businesses or expanding into new areas.

[\(http://www.egg-japan.com/en/about/support/\)](http://www.egg-japan.com/en/about/support/)

EGG JAPAN is mainly active in:

- Market development, advice and business matching services for developing business partners, clients, etc.
- Financing and capitalization support;
- Introduction to professionals for financial and tax advice and assistance with formalities such as setting up a company;
- Support to help develop IP strategies for utilizing and protecting intellectual property
- Business market expansion;
- Business incubation;
- Advice on strategies for expanding into overseas markets;
- PR and advertising support;
- Advice on strategies for penetrating Japanese market;
- Recruitment support; and
- Contractual, labor, compliance and other legal advice.

EGG JAPAN provides soft landing for companies wanting to start new businesses in Japan.

[\(http://www.egg-japan.com/en/about/support/\)](http://www.egg-japan.com/en/about/support/)

Moreover, regarding services provided to overseas companies it is mentioned on the web site:

For overseas companies unfamiliar with Japanese legal and administrative procedures, or unable to negotiate them, we are able to introduce scriveners, notary publics, tax accountants, patent attorneys, management consultants and other legal specialists to match your requirements. We can also offer advice on preparing documentation for applying for subsidies or various administrative procedures.

[\(http://www.egg-japan.com/en/about/abroad/\)](http://www.egg-japan.com/en/about/abroad/)

It should be noted that Mitsubishi Estate Co., Ltd., owner of the mark EGG JAPAN provided this information with its registration application 86118300 on November 13th 2013 (doc. named specimen).

EGG JAPAN requested protection for classes 35, 36, 41 and 43 such as:

Business consulting and information services; Business advice and information relating to loans, finance and capital; Tax consultation; Consulting services in the field of managing intellectual properties; Business consultation services in the fields of business risk management and regulation compliance; Public relations; Advertising, marketing and promotion services; Business services, namely, matching potential private investors with entrepreneurs needing funding, and matching business partners for trade, export, sourcing and investment; Personnel placement and recruitment; Business networking; Organizing of business competitions; Rental of office machinery and equipment; Market research;

Employment agency services, namely placement of secretarial and clerical services, and receptionist services (class 35);

Rental of office space; Incubation services, namely, rental of office space to freelancers, start-ups, existing businesses and non-profits; Financial consulting; Credit inquiry and consultation; Evaluation of the credit worthiness of companies (class 36);

Organization of seminars; Party planning; Party planning consultation; Entertainment services in the nature of organizing and conducting social entertainment events (class 41), and

Rental of meeting rooms; Agency services for booking hotel accommodation (class 43).

In our case, we can admit that «EGG EVENTS» and «EGG JAPAN» share the common word «EGG» that is the dominant part of the mark.

Taken in their entireties we can notice that these two marks are composed of two additional words that are completely different in the aspects of sound, appearance and meaning.

Indeed, the word «EVENTS» means in plural:

1. A happening or occurrence, esp. when important;
2. A particular contest or item in a program «the pole vault, high jump, and other events»; and
3. Any organized activity, celebration, etc. for members of the general public or a particular group «the social event of the year»

(<http://www.collinsdictionary.com/dictionary/american/event?showCookiePolicy=true>)

The word « JAPAN » means:

1. An archipelago and empire in E Asia, extending for 3200 km (2000 miles) between the Sea of Japan and the Pacific and consisting of the main islands of Hokkaido, Honshu, Shikoku, and Kyushu and over 3000 smaller islands: feudalism abolished in 1871, followed by industrialization and expansion of territories, esp during World Wars I and II, when most of SE Asia came under Japanese control; dogma of the emperor's divinity abolished in 1946 under a new democratic constitution; by the 1980s, rapid economic growth made Japan the most industrialized nation in the Far East. Official language: Japanese. Religion: Shintoist majority, large Buddhist minority. Currency: yen. Capital: Tokyo. Pop: 127 253 075 (2013 est). Area: 369 660 sq km (142 726 sq miles) Japanese names: Nippon, Nihon;
2. A lacquer or varnish giving a hard, glossy finish;
3. A liquid mixture used as a paint drier (also) japan drier; and
4. Objects decorated and lacquered in the Japanese style.

(<http://www.collinsdictionary.com/dictionary/american/japan?showCookiePolicy=true>)

c. List of evidence

1. <http://www.egg-events.com>
2. www.egg-japan.com/en/about/support/
3. [\(http://www.egg-japan.com/en/about/abroad/](http://www.egg-japan.com/en/about/abroad/)
4. <http://www.collinsdictionary.com/dictionary/american/event?showCookiePolicy=true>
5. <http://www.collinsdictionary.com/dictionary/american/japan?showCookiePolicy=true>

SUMMARY OF THE ARGUMENT

The Applicants-Appellants fully contest that there is a likelihood of confusion between EGG EVENTS and EGG JAPAN they consider that:

1. The examining attorney erred in omitting to consider that the services related to EGG EVENTS and EGG JAPAN are provided to sophisticated consumers, who have a high degree of understanding and with a clear knowledge of the market, on this basis there cannot be any likelihood of confusion between both trademarks.

ARGUMENT

Appellants respectfully traverse the refusal to register the mark EGG EVENTS under Section 2(d), Article 15 U.S.C. § 1052(d) of the trademark Act on the grounds of likelihood of confusion, and respectfully request reconsideration and allowance of the application in view of the following remarks.

I. PRINCIPLES REGARDING THE ASSESSMENT OF LIKELIHOOD OF CONFUSION

When assessing the likelihood of confusion between compound word marks, one must determine whether a portion of the word mark is dominant in terms of creating the commercial impression. The Court of Appeals for the Federal Circuit has noted that in articulating reasons for reaching a conclusion on the issue of confusion, there is nothing improper in stating that, for rational reasons, more or less weight has been given to a particular feature of a mark, provided the ultimate conclusion rests on consideration of the marks in their entireties. In re Nat'l Data Corp., 753 F.2d 1056, 1058, 224 USPQ 749, 750-51 (Fed. Cir. 1985).

Although there is no mechanical test to select a “dominant” element of a compound word mark, consumers would be more likely to perceive a fanciful or arbitrary term, rather than a descriptive or generic term, as the source-indicating feature of the mark. See, e.g., *In re Dixie Rests., Inc.*, 105 F.3d 1405, 1407, 41 USPQ2d 1531, 1533-34 (Fed. Cir. 1997) (affirming TTAB’s finding that “DELTA,” not the disclaimed generic term “CAFÉ,” is the dominant portion of the mark THE DELTA CAFÉ); *In re Binion*, 93 USPQ2d 1531, 1534 (TTAB 2009) (finding that “BINION’S,” not the disclaimed descriptive wording “ROADHOUSE,” is the dominant portion of the mark BINION’S ROADHOUSE). Accordingly, if two marks for related goods or services share identical or similar dominant features and the marks, when viewed in their entireties, create similar overall commercial impressions, then confusion is likely. See, e.g., *In re Cynosure, Inc.*, 90 USPQ2d 1644 (TTAB 2009) (holding CYNERGY for medical lasers for, inter alia, treatment of the face and skin, and SYNERGIE PEEL for medical devices for microdermabrasion, likely to cause confusion, noting that “SYNERGIE” is the dominant portion of the cited mark and “PEEL” is insufficient to distinguish the marks); *In re J.M. Originals Inc.*, 6 USPQ2d 1393 (TTAB 1987) (holding JM ORIGINALS (with “ORIGINALS” disclaimed) for various items of apparel, and JM COLLECTABLES for sport shirts, likely to cause confusion). (í)

However, while the public may rely more on the non-descriptive portions of marks to distinguish them, “this does not mean that the public looks only at the differences [between the marks], or that descriptive words play no role in creating confusion.” *Nat’l Data Corp.*, F.2d at 1060, 224 USPQ at 752.

Moreover, because the similarity or dissimilarity of the marks is determined based on the marks in their entireties, the analysis cannot be predicated on dissecting the marks into their various components; that is, the decision must be based on the entire marks, not just part of the marks. *In re National Data Corp.*, 753 F.2d 1056, 224 USPQ 749, 751 (Fed. Cir. 1985).

II. SOPHISTICATED PURCHASERS:

There is no likelihood of confusion merely because of the common the word “EGG” in the marks EGG EVENTS and EGG JAPAN because only sophisticated purchasers exercising great care would purchase the relevant services associated with the marks

Appellants respectfully submit that only sophisticated purchasers exercising great care would purchase the relevant services associated with the marks, and therefore, there would be no likelihood of confusion merely because of EGG EVENTS and EGG JAPAN share the common word “EGG”.

The fact that purchasers are sophisticated or knowledgeable in a particular field does not necessarily mean that they are immune to source confusion. See *In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993) (indicating that “even sophisticated purchasers can be confused by very similar marks”); *Top Tobacco, LP v. N. Atl. Operating*

Co., 101 USPQ2d 1163, 1170 (TTAB 2011); In re Total Quality Grp., Inc., 51 USPQ2d 1474, 1477 (TTAB 1999); In re Decombe, 9 USPQ2d 1812, 1814-15 (TTAB 1988);

In re Pellerin Milnor Corp., 221 USPQ 558, 560 (TTAB 1983). However, circumstances suggesting care in purchasing may tend to minimize the likelihood of confusion. See, e.g., In re N.A.D., Inc., 754 F.2d 996, 999-1000, 224 USPQ 969, 971 (Fed. Cir. 1985) (concluding that, because only sophisticated purchasers exercising great care would purchase the relevant goods, there would be no likelihood of confusion merely because of the similarity between the marks NARCO and NARKOMED); In re Homeland Vinyl Prods., Inc., 81 USPQ2d 1378, 1380, 1383 (TTAB 2006).

Generally, the more sophisticated and knowledgeable the purchasers, the less likely it is that those purchasers will be confused by similar marks. For example, purchasers of jet engines for airplanes will most likely be professional purchasing agents with an intimate knowledge of competing products. Simply put, their purchasing decision is not primarily based on a comparison of the marks, per se, but is based on a deep understanding of the products and their manufacturers. On the other end of the scale, the ordinary, unsophisticated supermarket shopper is likely to be highly influenced by the marks used on products. He or she has neither the time nor the inclination to research competing products.

The possibility for confusion of an unsophisticated purchaser is more acute, and thus, a similar mark may create a likelihood of confusion in the mind of an unsophisticated consumer where, in the same case, none would exist in the mind of a sophisticated purchaser

(David V. Radack *in* Likelihood of Confusionô The Basis for Trademark Infringement)

The Appellants respectfully point out that the services in connect with EGG EVENTS are provided to sophisticated and knowledgeable customers.

Indeed, we can clearly admit that the services related with EGG EVENTS as it defined on the web site <http://www.egg-events.com/>, i.e.:

1. Destination and venue sourcing, third-party sourcing, negotiating and contracting, VIP, KOL and delegate management, website/online platform development, travel management and ticketing, ground transfers and staffing.
2. Budget controllership and compliance, Invoice reconciliation and Invoicing.
3. Technical direction and technical sourcing and
4. Strategic planning/meeting architecture, event branding: concepts, slogan, visual identity, stage design: plans, roughs, mood boards, etc., event communication plans, speaker (keynote) sourcing, contracting and management, presentation/speaker management (coaching & editorial assistance), Audiovisual production, Info graphics, and animations, teambuilding, etc.

are clearly highly specialized and technical services to be provided to business professionals.

It is fair to assume that business professionals would exercise an elevated degree of care in selecting either advertising services or marketing consultation, because both services are directly related to the success of the business.

The selection of such services would be made at the managerial level, after consideration of the company's needs, and possibly after a comparison of competing service providers. Moreover, such business services would be fairly expensive or, at least, not so inexpensive as to be selected on impulse. While there is an overlap of customers, they are sophisticated customers who would exercise care in selecting the services, under circumstances that would reduce the likelihood of confusion.

Furthermore, the services connected to EGG JAPAN are provided to sophisticated and knowledgeable customers, i.e. businessmen / businesswomen that want to develop commercial activities and seek sophisticated technical advice.

For the American market, the customers targeted by EGG JAPAN are American companies or businesses that wish to develop commercial or industrial activities in Japan.

Said customers are without any doubt sophisticated customers with high qualifications such as businessmen or businesswomen, business managers or officers, or business attorneys.

Such customers have a high degree of understanding and with a clear knowledge of the market. In contact with EGG JAPAN, they will clearly take good care and notice the meaning of the mark Entrepreneur Group for Growing JAPAN.

Moreover, Appellants respectfully point out that we cannot consider EGG EVENTS to be identical or highly similar to EGG JAPAN.

Indeed, the similarity of both marks are that they share the common word "EGG" and on the basis that if two marks for related goods or services share identical or similar dominant features and the marks, when viewed in their entireties, create similar overall commercial impressions, then confusion is likely. See, e.g., *In re Cynosure, Inc.*, 90 USPQ2d 1644 (TTAB 2009) (holding CYNERGY for medical lasers for, inter alia, treatment of the face and skin, and SYNERGIE PEEL for medical devices for microdermabrasion, likely to cause confusion, noting that "SYNERGIE" is the dominant portion of the cited mark and "PEEL" is insufficient to distinguish the marks); *In re J.M. Originals Inc.*, 6 USPQ2d 1393 (TTAB 1987).

In our case the weak part of both marks "EVENTS" and "JAPAN" are completely different in terms of meaning and sound, on word is a description of an activity the other is a geographical word describing a country and in fact the location of the mark.

Moreover, both marks do not share the same services and all the same classes.

They only have in common a few related services such as public relations; advertising, marketing and promotional services, organizing of business competitions and Agency services for booking hotel accommodation.

Most of services between the two marks described in the classes for protection are different.

Based on the above, we can indubitably admit that the marks EGG EVENTS and EGG JAPAN are neither identical nor highly similar.

In this case, it is not possible for sophisticated and knowledgeable customers to confuse both marks.

Accordingly, for the reasons set forth above, Appellants respectfully submit that only sophisticated purchasers exercising great care would purchase the relevant services associated with the marks, and therefore, there would be no likelihood of confusion merely because of the fact that both marks share the same word "EGG".

CONCLUSION

Based on the evidence of record, Appellants respectfully submit that the mark EGG EVENTS as applied to the goods and services for which registration is being sought, when considered as a whole is not likely to cause confusion with the mark EGG JAPAN and design in U.S. Registration No. 4567343 under Section 2(d) of the Trademark Act, and hence, the mark is registrable on the Principal Register. Accordingly, Appellants respectfully request that the Board reverse the refusal to register the proposed mark on the Principal Register under Section 2(d) of the Trademark Act.

Respectfully Submitted,

Jacques LEVY

/EriksenLevy/

Angélique ERIKSEN

/LevyEriksen/

Date : September 24, 2015

Date : September 24, 2015

APPENDIX

1. <http://www.egg-events.com>
2. www.egg-japan.com/en/about/support
3. <http://www.egg-japan.com/en/about/abroad/>
4. (<http://www.collinsdictionary.com/dictionary/american/event?showCookiePolicy=true>
5. <http://www.collinsdictionary.com/dictionary/american/japan?showCookiePolicy=true>
6. Designation of Domestic Representative.

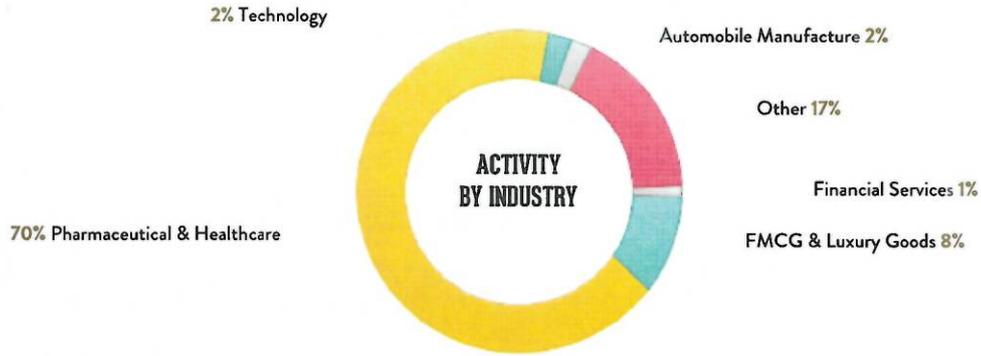


PUT SOME EGG IN YOUR EVENT

We think great ideas start with great people. We value creativity, collaboration and good old-fashioned hard work. We think it's better to stand out from the crowd than to be just a face in the crowd.

We prefer wine to hard liquor and believe that Brussels sprouts have had a bad rap. We delight in the unexpected and expect to be delighted. We're passionate, innovative, can-do people, with talent to spare. Your mom would love us.

Think Egg!



HERE'S THE STUFF YOUR SOURCING DEPARTMENT WILL WANT TO KNOW:



Our average annual revenue



The average number of delegates attending our events every year.



Number of events we organize in a typical year

HERE'S WHAT YOU'LL PROBABLY WANT TO KNOW:

Average number of laughs per day:



Average number of times we hear the words, thank you, merci, danke schön, grazie, gracias, tack så mycket...

WELCOME TO OUR COOP

Founded in early 2000, Egg is a full-service events planning and production agency, with offices in France, Switzerland and the USA. Over the years, we've created



R .GRADE A EGGS .ROOST



.HATCHERY .CHICK US OUT !

Okay, that's the normal stuff out of the way. Let's get to the bit you really care about. How do we work? And, more importantly, why should you work with us? Well, if you like people who really listen to what you need, who know how to push creative boundaries to produce memorable, one-of-a-kind events without compromising

your key strategic and business goals, then you'll like us. And we'll like you too. So just think how great we'll be together.

WE INCUBATE IDEAS. & THEN WE MAKE THEM FLY.

We have a lot of highly creative people at Egg, all of whom are capable of coming up with a winning idea for your next event. But, let's face it, that idea could just as easily come from you. That's why we like to think of our clients as our partners in the creative process. We know that we don't have the monopoly on great ideas. And we're certainly not in the business to satisfy our own egos. Our job is to identify which concept will work best and then give it wings. It's as simple as that.

We've listed here some of our key capabilities and areas of expertise. If you don't see what you're looking for, please don't be shy about asking us. If it's not illicit or illegal, we can probably do it or direct you to someone who can.

Our capabilities :



LOGISTICS MANAGEMENT



FINANCE



TECHNICAL PRODUCTION



**CONTENT PLANNING
& PRODUCTION**

SAY HELLO TO SOME "GRADE A" EGGS

We may be spending a lot of time together, so it's important that you get to know us. Come and meet some of the characters in our coop:

Our resident Egghead is an artist with the soul of an entrepreneur and the stamina of a prizefighter, making her a bit of a hot commodity on the Parisian dinner party circuit. Oh, and she's pretty darn good at her day job too.

Angélique was only three years old when she told her parents that she was going to spend the rest of her life creating and putting on shows. Talk about focused. Thankfully her customers today are more grateful for her organizational skills and creative output than her sisters and parents ever were.

A Norwegian, Angélique grew up in Asia, Africa, and Europe and went to university in the U.S. and Italy before settling in France. In between running events and making documentary films, she found time to set up a successful restaurant in the U.S. She founded Egg in 2000 and has seen it grow in size, but not in

Angélique Eriksen
Founder & CEO



"Simply scrambled with a hint of truffles"

WE HAVE MORE THAN A FEW FEATHERS IN OUR CAP.

Pharmaceutical & Healthcare

- AbbVie
- Accenture
- Actelion
- Alcon
- Amgen
- Arkadin
- Association France Alzheimer
- Astellas
- BBGR
- BioAlliance Pharma
- Biogen Idec
- BMS
- GE Healthcare
- Genzyme
- Galderma
- Hospira
- Ipsen
- Medical Knowledge Group
- Menarini
- Merck Serono
- Novartis Pharma
- Novartis Animal Health
- Novartis OTC
- Novartis Oncology
- Novo Nordisk
- Nycomed

Pfizer

- Rettenmeier
- Roche
- Sanofi
- Sandoz
- Schering Ag
- Servier
- Teva
- UCB
- University of Pittsburgh Medical Center (UPMC)
- Zentiva

FMCG & Luxury Goods

- Clarins
- DB Apparel
- Dior
- Elizabeth Arden
- Guerlain
- L'Oreal
- Louis Vuitton
- LVMH
- Nestle
- Procter & Gamble

Financial Services

- Merrill Lynch
- NYSE Euronext
- World Pension Forum

Technology

- Securitas
- Thales

Automobile Manufacture

- Renault
- BMW

Petroleum Industry

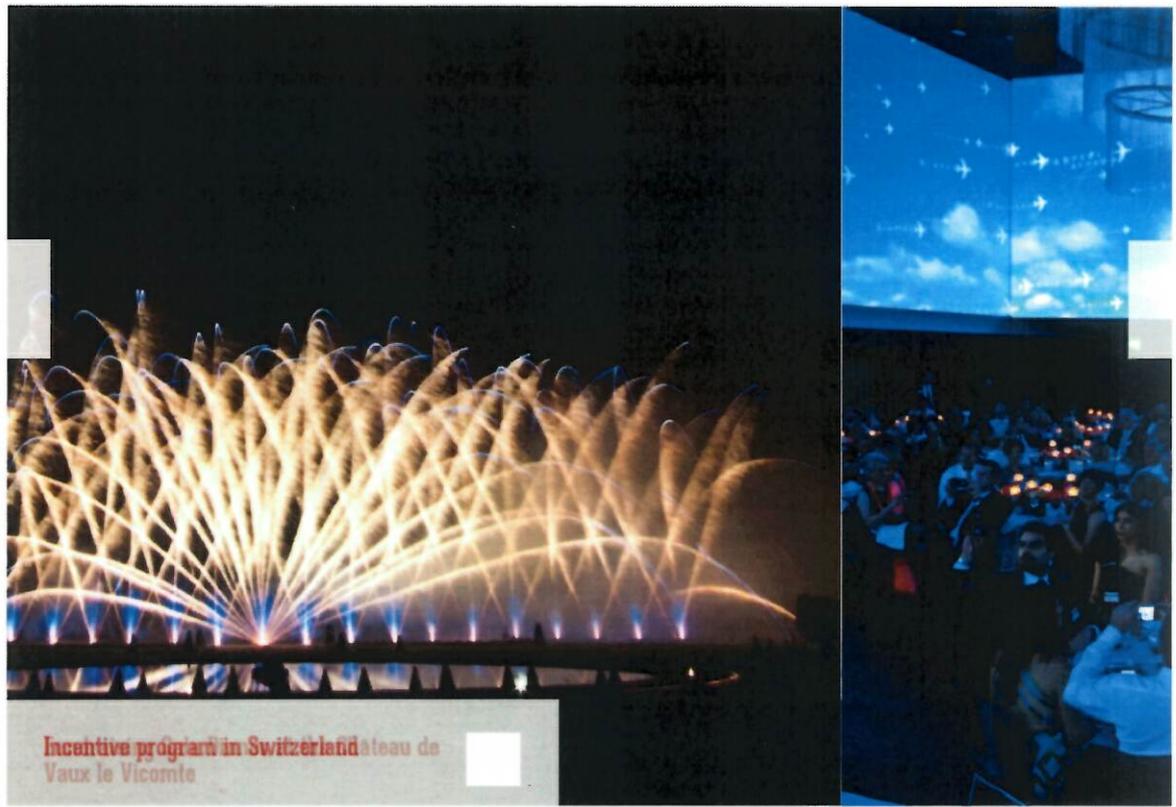
- Shell
- Total

Other

- Areva
- AXA
- French Heritage Society
- La Française des Jeux
- GCI
- GE Commercial Real Estate
- Groupe Moniteur
- Hydro Agri
- Institut Montaigne
- JTI
- Mindshare
- Orion
- Siemens France
- Tarkett
- Wave

Mind if we crow a little? We're proud of what we've hatched.

We've worked on some fun, unique and challenging projects over the years and we're justifiably proud of the results. Take a look at our portfolio and see why. (It's the free-range section – just click and choose.)



Client : Pharmaceutical Company
 Project : Incentive program
 Audience : 200 participants consisting of the 90 best international sales reps and their spouses/partners, plus 20 staff
 Location : Switzerland
 Duration : Five days annually

Situation

Our client, a major pharmaceutical company, is looking for a progressive and innovative solution for its incentive program for the top international sales reps and their families. The challenge was to create a program that would be efficient and easy to implement, while also being highly targeted and personalized. The challenge was to create a program that would be efficient and easy to implement, while also being highly targeted and personalized. The challenge was to create a program that would be efficient and easy to implement, while also being highly targeted and personalized.

Solutions

The incentive program was designed to be highly targeted and personalized, offering a unique experience for each participant. The program included a variety of activities, from team-building exercises to exclusive dinners. The program was highly successful, with participants rating it as one of the best incentive programs they had ever attended. The program was highly successful, with participants rating it as one of the best incentive programs they had ever attended.

Results

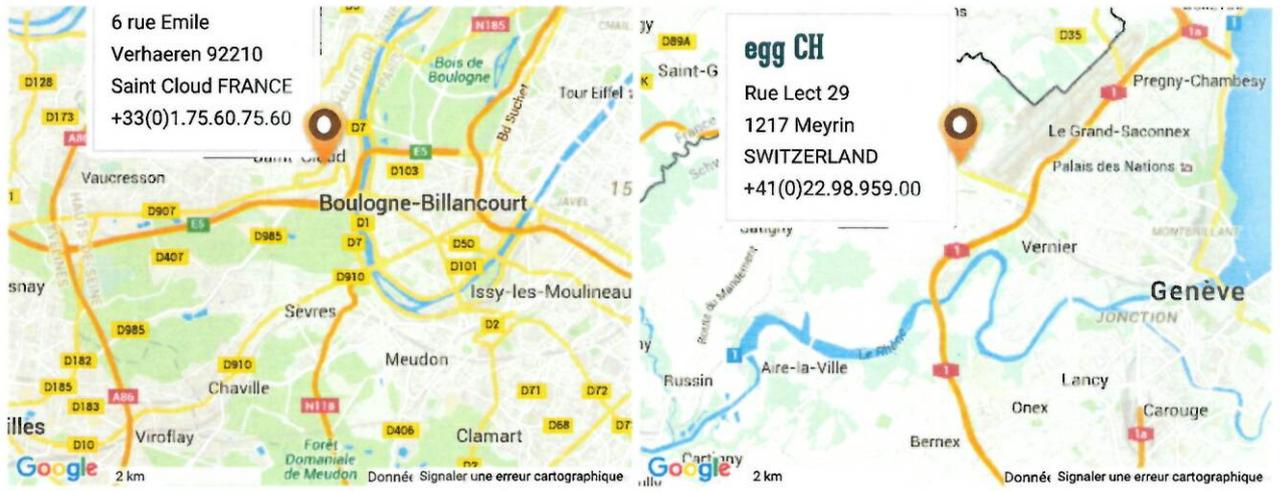
The incentive program is now seen as a reference event on the corporate calendar and is highly valued by participants. The program has been successful in increasing employee loyalty and engagement. The program has been successful in increasing employee loyalty and engagement. The program has been successful in increasing employee loyalty and engagement.

WANT TO CALL, MAIL US, OR DROP BY THE OFFICES ?



Write, call, email, send gifts... but please don't send us any junk. Got a question, need some info, have a recipe to share? info@egg-events.com - Want to work for us? hr@egg-events.com





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CONTACT

FIND US



Business Development

About > Business development

EGG JAPAN provides personalized business support to match the requirements and circumstances of our tenants, who include venture companies and individuals, and both overseas and Japanese enterprises. Through about 200 consultations a year, we provide the Business Development and incubation programs listed below to help companies with start-ups, creating new businesses or expanding into new areas.

 To find out more about our latest updates!

Types of Support

EGG JAPAN offer total business development support, market development, financing, support matching, intellectual property strategy.



Market development, advice and business matching services for developing business partners, clients, etc.

Financing and capitalization support

Introduction to professionals for financial and tax advice and assistance with formalities such as setting up a company

Support to help develop IP strategies for utilizing and protecting intellectual property

Business market expansion

Menu

About EGG JAPAN
(Entrepreneur Group for Growing JAPAN)

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Business Club
(Tokyo 21c Club)
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Offices
Market entry support for Overseas Companies

The Marunouchi Area Team
Global Partners
History
Introductory video
Tenant Voices

- Business incubation
- Advice on strategies for expanding into overseas markets
- PR and advertising support
- Advice on strategies for penetrating Japanese market
- Recruitment support
- Contractual, labor, compliance and other legal advice

Market entry Support for Overseas Companies

EGG JAPAN provides soft landing for companies wanting to start new businesses in Japan.

[Market entry Support for Overseas Companies](#)



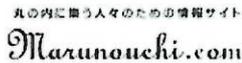
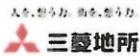
Tweet < 1 Like < 1.2k

About

About EGG JAPAN (Entrepreneur Group for Growing JAPAN)

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| Market entry support for Overseas Companies | - Registered Network Groups | - India Economic Zone | Global Partners |
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- Event
- News
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- Contact
- FAQ
- Requirements





Market entry support for Overseas Companies

Menu

About > Market entry support for Overseas Companies

About EGG JAPAN
(Entrepreneur Group for Growing JAPAN)

EGG JAPAN provides a wide variety of soft landing support for overseas companies looking to expand into Japan, from business development to support for daily life.

Business development
Business Club
(Tokyo 21c Club)
Introduction to Business Partners
Offices

Business Consultations

Market entry support for Overseas Companies

Services we can provide to help you develop your business in Japan include supplying information, advice on strategies for penetrating the Japanese market, and introductions to business partners. We can introduce professionals from the business community and find you suitable partners through external networks.

The Marunouchi Area Team
Global Partners
History
Introductory video
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Introduction to specialists and support for administrative procedures

For overseas companies unfamiliar with Japanese legal and administrative procedures, or unable to negotiate them, we are able to introduce scriveners, notary publics, tax accountants, patent attorneys, management consultants and other legal specialists to match your requirements. We can also offer advice on preparing documentation for applying for subsidies or various administrative procedures.

Living support

Living abroad, you have many other new needs besides office space and services. We can provide help with accommodation, meals and other daily life services, and also provide introductions to the expatriate community in Japan.

 To find out more about our latest updates!

Tweet < 1 Like { 1.2k }

About

About EGG JAPAN (Entrepreneur Group for Growing JAPAN)

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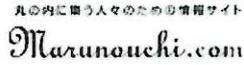
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event (ɪˈvɛnt)

Definitions

noun

1. anything that takes place or happens, esp something important; happening; incident
2. the actual or final outcome; result (esp in the phrases **in the event**, **after the event**)
3. any one contest in a programme of sporting or other contests ⇒ **the high jump is his event**
4. (*philosophy*)
 - a. an occurrence regarded as a bare instant of space-time as contrasted with an object which fills space and has endurance
 - b. an occurrence regarded in isolation from, or contrasted with, human agency . *Compare* [act \(sense 8\)](#)
5. See [in any event](#)
6. See [in the event of](#)
7. See [in the event that](#)

▷

verb

8. to take part or ride (a horse) in eventing

Word Origin

C16: from Latin *eventus* a happening, from *evenire* to come forth, happen, from *venire* to come

Synonyms

[View thesaurus entry](#)

= [incident](#), [happening](#), [experience](#), [matter](#), [affair](#), [occasion](#), [proceeding](#), [fact](#), [business](#), [circumstance](#), [episode](#), [adventure](#), [milestone](#), [occurrence](#), [escapade](#)
 = [competition](#), [game](#), [tournament](#), [contest](#), [bout](#)

Translations for 'event'

British English: [event](#) An *event* is something that happens....recent events in the north of the country.ɪˈvɛnt NOUN

Arabic: [حدث](#)

Brazilian Portuguese: [evento](#)

Chinese: [事件](#)

Croatian: [dogadaj](#)

Czech: [událost](#)

Danish: [begivenhed](#)

Dutch: [gebeurtenis](#)

European Spanish: [acontecimiento](#)

Finnish: [tapahtuma](#)

French: [événement](#)

German: [Veranstaltung](#)

Greek: [συμβάν](#)

Italian: [evento](#)

Japanese: [出来事](#)

Korean: [사건](#)

Norwegian: [hendelse](#)

Polish: [zdarzenie](#)

Portuguese: [evento](#)

Romanian: [eveniment](#) [evenimente](#)

Russian: [событие](#)

Spanish: [acontecimiento](#)

Swedish: [evenemang](#)

Thai: เหตุการณ์สำคัญ

Turkish: olay

Ukrainian: подія

Vietnamese: sự kiện

Definitions of japan

japan (dʒə'pæn)

Definitions

noun

1. a glossy durable black lacquer originally from the Orient, used on wood, metal, etc
2. work decorated and varnished in the Japanese manner
3. a liquid used as a paint drier

▷

adjective

4. relating to or varnished with japan

▷

verb

-pans -panning or -panned

5. (*transitive*) to lacquer with japan or any similar varnish

Japan (dʒə'pæn)

Definitions

noun

1. an archipelago and empire in E Asia, extending for 3200 km (2000 miles) between the Sea of Japan and the Pacific and consisting of the main islands of Hokkaido, Honshu, Shikoku, and Kyushu and over 3000 smaller islands: feudalism abolished in 1871, followed by industrialization and expansion of territories, esp during World Wars I and II, when most of SE Asia came under Japanese control; dogma of the emperor's divinity abolished in 1946 under a new democratic constitution; by the 1980s, rapid economic growth made Japan the most industrialized nation in the Far East. Official language: Japanese. Religion: Shintoist majority, large Buddhist minority. Currency: yen. Capital: Tokyo. Pop: 127 253 075 (2013 est). Area: 369 660 sq km (142 726 sq miles). *Japanese names*: : **Nippon, Nihon**
2. See [Sea of Japan](#)

Designation of Domestic Representative

Nest DMC

whose postal

address is 10 East 40th Street – Suite 3405

New York, NY 10016 USA,

is hereby designated Mr. Jacques Levy and Angélique Eriksen

representative upon whom notice or process in this

proceeding may be served.



(Signature of Designating Party)

LEVY Jacques
(Identification of Person Signing)

23.09.15.
(Date of Signature)