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

Application Serial No.	79171316
Applicant	Drayson Technologies Ltd.

Notice of Appeal

Notice is hereby given that Drayson Technologies Ltd. appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 79171316.

Applicant has filed a request for reconsideration of the refusal to register, and requests suspension of the appeal pending consideration of the request by the Examining Attorney.

The refusal to register has been appealed as to the following classes of goods/services:

- Class 009. First Use: 0 First Use In Commerce: 0
All goods and services in the class are appealed, namely: Rectennas; Air-flow monitors, temperature monitors, stress factor and vibration monitors, all used in buildings; air quality monitors; a wireless system for measuring air pollution levels comprised of a wearable air pollution monitor that records and retains air pollution data and software that enables the monitor to communicate such data to a smartphone; computer software for measuring air pollution; computer software for measuring the presence of electromagnetic radiation and converting same into electricity; data processing equipment, namely, data processors, central processing units for processing information, data, sound or images; telephone-based information retrieval software and hardware for measuring air pollution and measuring the presence of electromagnetic radiation and converting same into electricity; electronic communication equipment and instruments, namely, beacons for use in retail outlets by which customers' movements in the store may be monitored and by which retailers may send the customers targeted advertising; telecommunications apparatus and instruments, namely, smartphones; portable digital electronic devices for data processing, information processing, storing and displaying data, transmitting and receiving data, transmission of data between computers, and software related thereto, namely, software for measuring electro-magnetic radiation and converting the same into electricity; downloadable publications in the nature of books, magazines and newsletters in the field of electro-magnetic radiation and the conversion of such radiation into electricity; RFID tags and associated software, namely, software that permits computers and smartphones to communicate with the RFID tags and receive location data from such tags; electronic apparatus for wireless reception, storage and transmission of data; wireless receivers; wireless transmitters; wireless local area network devices, namely, hardware that detects the presence of electro-magnetic radiation and converts such radiation into electricity; wireless charging apparatus; wireless energy scavenging apparatus and devices, namely, devices for converting electro-magnetic radiation into electricity; devices for harvesting electro-magnetic radiation and converting the same into electricity; wireless energy transfer device, namely, electric conductors; wireless device for recording and sharing real time data; computer software for creating databases and managing data for customer reward and incentive programmes, databases and data related to customer reward and incentive programmes and related database management software; computers, computer terminals, and computer software used for authentication, authorization, clearing, and settlement of financial transactions; computer software for processing commercial transactions over a global communications network; wearable digital electronic devices capable of wireless communication, namely, glasses, watches, wristbands, armbands, patches, and badges, or integrated with wearable goods, namely, footwear, headwear, belts, gloves, and clothing, and all such devices including software for such wireless communication; wireless electronic devices, consisting of an antenna, a rectifier, a power module, circuitry and a housing, for monitoring the environment and collecting environmental data, namely, air pollution monitoring; electronic devices incorporating energy harvesting; wireless energy transfer devices consisting of an antenna, a rectifier, a power module, circuitry and a housing enabling wireless electronic services, namely, financial transactions in the field of customer reward programmes, and for use in enabling data collection and storage, data retrieval, location and time monitoring, and for use in creating promotional material and advertising for customer reward programmes; computers, computer software, and wireless electronic devices comprised of an antenna, rectifier, a power module, circuitry and a housing integrated in a global computer network enabling customer reward programme members to accumulate

reward points as a function of the distance and time travelled by the member, dependent on the emissions produced by the member's selected mode of transportation

- Class 037. First Use: 0 First Use In Commerce: 0
All goods and services in the class are appealed, namely: Installation of electronic devices that convert electro-magnetic radiation into electricity; installation of electronic communication devices, namely, security cameras, smoke detectors, movement sensors in buildings, temperature sensors for use in buildings, air-flow sensors for use in buildings, stress factor and vibration monitors for use in buildings, and air quality monitors for use in buildings, all of which communicate with computers and employ energy harvesting and wireless energy transfer devices enabling the provision of wireless electronic services, namely, financial transactions in the field of customer reward programmes, data collection and storage, data retrieval, location and time monitoring, air pollution monitoring, and promotional and advertising services in the field of customer reward programmes
- Class 042. First Use: 0 First Use In Commerce: 0
All goods and services in the class are appealed, namely: Scientific and technological services, namely, the research and design of products using as their power source the conversion of electro-magnetic radiation into electricity; development of products that convert electro-magnetic radiation into electricity; development of products using as their power source the conversion of electro-magnetic radiation into electricity; industrial analysis and research services, namely, the research and design of products using as their power source the conversion of electro-magnetic radiation into electricity; design and development of computer hardware and software; software as a service (SAAS) services featuring software for the operation of products using as their power source the conversion of electro-magnetic radiation into electricity; maintaining websites for others; application service provider (ASP) featuring software for the operation of products using as their power source the conversion of electro-magnetic radiation into electricity; application service provider (ASP) featuring software for receiving, transmitting and displaying vouchers for the discounted purchase of goods and services as part of customer reward programmes and promotions and receiving and transmitting data for the purchase of goods and services; application service provider (ASP) featuring software for providing consumers with information regarding discounts, vouchers and special offers for the goods or services of others; application service provider (ASP) regarding social networking software, featuring software for businesses to advertise and promote their goods and services in social networks on a global computer network; provision of an Internet platform for social networking services, designing, developing, maintaining and hosting of a website for social networking services; hosting of digital content online; hosting and providing a website that features technology that enables the donation of money and gifts to charitable organizations; environmental surveys, namely, environmental impact surveys and air pollution surveys; environmental advisory services, namely, technical consultation in the field of environmental science and pollution; environmental research in the field of pollution and environmental protection and technical consultancy information, consultancy and advisory services for all the aforesaid services; research, development, and design of an Internet platform for customer reward programmes and electronic commerce using a virtual currency for use by programme members and participating merchants of an on-line community via a global computer network

Respectfully submitted,
/Robert B.G. Horowitz/
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