

From: Cross, Tracy

Sent: 9/5/2011 2:40:36 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85013287 - SURFER - N/A -
Request for Reconsideration Denied - Return to TTAB - Message 3 of 6

Attachment Information:

Count: 9

Files: e6-3.jpg, e6-4.jpg, duplicate name 51600 e6-1.jpg, duplicate name 51600 e6-2.jpg,
duplicate name 51600 e6-3.jpg, duplicate name 51600 e6-4.jpg, e6-5.jpg, e7-1.jpg, e7-
2.jpg

[Suggest other news sources for this topic](#)

RELATED WIKI ARTICLES

[Retail](#)

[American Eagle Outfitters \(AEO\)](#)

[Abercrombie & Fitch Company \(ANF\)](#)

[Billabong Intl \(ASX:BBG\)](#)

[Aeropostale \(ARO\)](#)

In a **sluggish economy**, retailers like Pacific Sunwear suffer because consumers cut back on spending on discretionary items. Rather than spending money on full-priced brand name items, consumers can find the same items for lower prices at discount retailers like **TJX Companies (TJX)**. This is particularly relevant Pac Sun because its target customers are teens who most likely rely on their parents to purchase clothing. In 2009, the company's comparable-store sales fell by 20% due to the weak economy.^[2]

Competition [Edit](#)

Pacific Sunwear is one of the main competitors in the youth apparel **retail** market, generating over \$1 billion in sales. However unlike other teen apparel **retailers**, such as **Abercrombie & Fitch** and **American Eagle Outfitters** which sell only their own **private label** products, Pacific Sunwear's sales rely heavily upon third-party branded merchandise. As **private label** goods have significantly higher profit margins than their branded counterparts, Pacific Sunwear's profit margins are considerably lower than its competitors. Also, Pacific Sunwear's extreme-

sports culture based stores do not appeal to as wide of a range of customers as the more generic, "preppy" teen styled merchandise of some of the PacSun's competitors.

Pacific Sunwear's competitors include:

- **Abercrombie & Fitch Company (ANF):** **Abercrombie & Fitch** is the leader of the youth apparel **retail** market by nearly all measures. **ANF** is a larger company than **PSUN** in terms of sales and profits, although **PSUN** operates more stores than **ANF**. **Abercrombie & Fitch** also operates four brands: **Abercrombie & Fitch**, **Hollister**, **abercrombie**, and **RUEHL**; all of which target different subsets of the 8-30 age range. While Pacific Sunwear's namesake stores compete with **A&F** and **Hollister** stores, **PSUN** has no match for **A&F's** kids apparel or post-college merchandise concepts: **abercrombie** and **RUEHL**. Although **ANF** is one of **PSUN's** competitors, the two companies operate with different strategies: **Abercrombie** maintains a premium brand with high price points and **private label** products while Pacific Sunwear focuses on providing its customers with surf- and snowboard-inspired merchandise that is mostly sourced from branded manufacturers. Importantly, **Abercrombie & Fitch's** core fashion designs focus on classic and "preppy" apparel while **PacSun** provides its customers with extreme sports-inspired merchandise.
- **American Eagle Outfitters (AEO):** **American Eagle** competes for the same customers (young men and women between the ages of 15 and 25) with **PacSun's** namesake stores; however, **PacSun** does not have a direct match for **AEO's** new aerie and **Martin + OSA** sub brands. **AEO** is larger than **PacSun** in terms of total sales and profits, and **AEO** has exhibited much stronger growth recently than **PacSun**. However, it is hard to directly compare the two **retailers** because of **AEO** only sells its own **private label** merchandise while **PacSun** relies heavily on branded apparel and accessories. Also, **AEO's** core fashion designs focus on classic and "preppy" apparel while **PacSun** provides its customers with extreme sports-inspired merchandise.
- **Aeropostale (ARO):** **Aeropostale** is a slightly smaller company than **PSUN**, with slightly less sales and a considerably smaller number of stores. Also the overwhelming majority of **ARO's** revenue comes from its namesake brand of stores that targets 14 to 17 year olds. **Aeropostale's** only sells **private label** merchandise, while **PSUN** relies heavily on branded apparel from third-party manufacturers.
- **Urban Outfitters (URBN):** **Urban Outfitters** is a relatively young retailer that operates three different branded store chains, **Urban Outfitters** (18 to 30 year olds), **Anthropologie** (30 to 45 year old women), and **Free People** (16 to 35 year old women). **Urban Outfitters** is not as directly comparable to Pacific Sunwear due to its slight differentiation in targeted customer segments.
- **Gap (GPS):** **Gap** is a much larger company than **ARO** in terms of sales, stores and customer segments targeted. Through variations on **Gap** (**Gap Kids**, **babyGap**, **Gap Maternity**) the retailer serves a wide range of customers; also, **Banana Republic** and **Old Navy** stores serve different socio-economic segments. Because of the wider range of



merchandise and retailer serves a wide range of customers, also, Banana Republic and Old Navy stores serve different socio-economic segments. Because of the wider range of customers, Gap doesn't match up with PSUN as closely as some other competitors, however there is some overlap.

- **Quiksilver (ZQK):** Quiksilver is a conglomerate that has been formed through multiple acquisitions and mergers. The company not owns and manufactures apparel, accessories and footwear for surfers, skateboarders and snowboarders under the Quiksilver, Roxy and DC brands. Also, **Quiksilver (ZQK)** manufactures ski and snowboard equipment under the Rossignol, Dynastar and Lange brands. It is hard to make a direct comparison between Pacific Sunwear and **Quiksilver** on a competitive basis, particularly because PSUN sells Quiksilver merchandise. However, it is important to note that Quiksilver owns nearly 280 **retail** stores through which the company sells its apparel and equipment and these stores directly compete with PacSun. Unfortunately the company does not break out financial figures for these stores so it is difficult to make an accurate comparison.
- **Zurriez (ZUMZ):** Zurriez is a mall based specialty retailer of action sports related apparel, footwear, equipment and accessories operating under the Zurriez brand name. ZUMZ stores cater to young men and women between the ages of 12 and 24 who seek popular brands representing a lifestyle centered on activities that include skateboarding, surfing, snowboarding, BMX and motocross.

References [Edit](#)

1. ↑ ^{1.0} ^{1.1} PSUN 2009 10-K "Brands" pg. 4
2. ↑ ^{2.0} ^{2.1} ^{2.2} ^{2.3} PSUN 2009 10-K "Selected Financial Data" pg. 18
3. ↑ PSUN 2009 10-K "Properties" pg. 15
4. ↑ PSUN 2009 10-K "Merchandise" pg. 3

Categories: [Mature](#) | [Retail](#) | [Fashion](#) | [Apparel Stores](#) | [Teen Retailers](#)



Wikinvest © 2006, 2007, 2008, 2009, 2010. Use of this site is subject to express [Terms of Service](#), [Privacy Policy](#), and [Disclaimer](#). By continuing past this page, you agree to abide by these terms. Any information provided by Wikinvest, including but not limited to company data, competitors, business analysis, market share, sales revenues and other operating metrics, earnings call analysis, conference call transcripts, industry information, or price targets should not be construed as research, trading tips or recommendations, or investment advice and is provided with no warranty as to its accuracy. Stock market data, including US and International equity symbols, stock quotes, share prices, earnings ratios, and other fundamental data is provided by data partners. Stock market quotes delayed at least 15 minutes for NASDAQ, 20 mins for NYSE and AMEX. Market data by Xignite. See [data providers](#) for more details. Company names, products, services and branding cited herein may be trademarks or registered trademarks of their respective owners. The use of trademarks or service marks of another is not a representation that the other is affiliated with, sponsored, is sponsored by, endorses, or is endorsed by Wikinvest.

[About](#) | [Blog](#) | [Press](#) | [Feedback](#) | [Help](#) | [Get involved](#)
[Mobile](#) | [Advertise](#) | [Licensing & Partnerships](#) | [Blogger Tools](#) | [Jobs](#)





Enter keyword

FREE SHIPPING ON ORDERS \$99+ [CLICK HERE](#)
(US DOMESTIC ORDERS ONLY - CLICK HERE FOR DETAILS)

- Clothing ▾
- Accessories ▾
- Equipment ▾
- Sale** ▾

Login [My Cart: \(0\)](#)
Register [\\$0.00](#)
Help [go shop!](#)

[home](#) / [Equipment](#) / [Surf](#)

SHOP BY:

- CATEGORY**
- Backpacks
 - Boardbags
 - Fins
 - Leashes
 - Miscellaneous
 - Surfboards
 - Traction Pads
 - Wetsuits

- BRAND**
- O'Neill Wetsuits
 - O'Neill
 - FCS
 - Da Kine
 - Future Systems
 - More...

- PRICE RANGE**
- \$10 to \$20
 - \$20 to \$30
 - \$30 to \$40
 - \$40 to \$50
 - \$50 to \$100
 - \$100 and Over

- COLOR**
- Beige
 - Black
 - Blue
 - Green
 - Misc
 - Orange



Sort by... view 24 | 48 | 96 < prev 1 2 3 4 5 next >



QUIKSILVER
Quiksilver Syncro Backpack
\$55.00



O'NEILL WETSUITS
O'Neill Youth Skins L/S Crew
Rashguard
\$29.95



O'NEILL WETSUITS
O'Neill Youth Skins L/S Crew
Rashguard
\$29.95



O'NEILL WETSUITS
O'Neill Youth Skins L/S Crew
Rashguard
\$29.95



Orange
Pink
Purple
White
Yellow
More...
SIZE
XS
S
M
L
XL
2XL
6
8
10
OS
More...

ON SALE
On Sale



FCS
FCS PC-2 Green Graphic Tri
Fin Set
\$72.00



CHANNEL ISLANDS
Channel Islands 5'4 Motorboat
Surfboard
\$680.00



O'NEILL WETSUITS
O'Neill Girls Skins L/S Crew
Rashguard
\$29.95



GORILLA GRIP
Gorilla Ace Blue Con Stripe



CHANNEL ISLANDS
Channel Islands 5'8 Semi Pro
Surfboard
\$670.00



O'NEILL WETSUITS
O'Neill Ozone L/S Crew
\$49.95



O'NEILL WETSUITS
O'Neill Women's Bahia L/S
Short Spring Suit
\$99.95



FCS
FCS PC-7 Smoke Graphic Tri



O'NEILL
O'Neill Epic Backpack
\$39.00



O'NEILL WETSUITS
O'Neill O'zone L/S Crew
\$49.95



CHANNEL ISLANDS
Channel Islands 6'2 Semi Pro
Surfboard
\$670.00



GORILLA GRIP
Gorilla Ford Acid Green



O'NEILL WETSUITS
O'Neill 24-7 Tech L/S Zip
Hoodie
\$59.95



O'NEILL WETSUITS
O'Neill Girls Skins L/S Crew
Rashguard
\$29.95



GORILLA GRIP
Gorilla Campaign Black Green
Traction Pad
\$39.00



O'NEILL WETSUITS
O'Neill Hammer 3/2 Fullsuit

Gorilla Ace Blue Con Stripe
Traction Pad
\$39.00



FCS PC-7 Smoke Graphic Tri
Fin Set
\$74.00



Gorilla Ford Acid Green
Traction Pad
\$39.00



O'Neill Hammer 3/2 Fullsuit
\$119.95



FCS
FCS G6 Natural Glass Flex Tri
Fin Set
\$40.00

Other stuff you might like...



Channel Islands 6'0
Motorboat Surfboard
\$690.00
140 people stoked on this!



Channel Islands 5'10
Motorboat Surfboard
\$690.00
93 people stoked on this!



Channel Islands 5'6
Motorboat Surfboard
\$740.00
214 people stoked on this!



CHANNEL ISLANDS 6' 6 MBM
Surfboard
\$620.00
114 people stoked on this!

Sort by... view 24 | 48 | 96 < prev 1 2 3 4 5 next >

JOIN US



SHOP BY BRAND >

- [O'Neill](#)
- [Hurley](#)
- [Levi's](#)
- [Silver Edition](#)
- [Quiksilver](#)
- [ROXY](#)
- [DC](#)
- [Metal Mulisha](#)
- [Sanuk](#)
- [Honolua](#)
- [KR3W](#)
- [RVCA](#)
- [Rusty](#)
- [Ezekiel](#)
- [TLFI](#)
- [Volcom](#)

ABOUT US

Killerdana.com is the Leader in The Action Sports Lifestyle. We are an eclectic group of writers, creatives, producers, photogs, surfers, skaters, snowboarders and dirt mongers who love to mix and share every aspect of our sports, our industry and lives. Join the session!

CUSTOMER SERVICE (800)228.7873 | CONTACT US

Get Killer Dana Updates:

your email address

Submit

HELP

- [FAQ](#)
- [Order Tracking](#)
- [Returns & Exchanges](#)
- [International Orders](#)
- [Need Immediate Help?](#)
- Call (800) 228-7873

SHOP

- [Guys Clothing](#)
- [Girls Clothing](#)
- [Accessories](#)
- [Boardshorts](#)
- [more+](#)

EXPLORE

- [Surf](#)
- [Skate](#)
- [Moto](#)
- [Wake](#)
- [more+](#)

ABOUT

- [About Killer Dana](#)
- [Team](#)
- [Location](#)
- [Privacy Policy](#)
- [more+](#)

COPYRIGHT © KILLER DANA 2011

Killer Dana carries the latest and greatest in action sports clothing, accessories and equipment for guys and girls. Deeply rooted in the SoCal surf culture and guys and girls teen fashion, Killer Dana is always stoked to offer-up the latest looks from top guys clothing and girls clothing brands like O'Neill, Quiksilver, Billabong, Hurley, Volcom, Rusty, Element, DC, RVCA and Roxy.

Surfer Girls, shop what's hot in girls surf fashions and girls accessories: swimwear, boardshorts, tops, tees, tanks/camis, shorts, dresses, hoodies, handbags/purses and more.

Broz, grab the best selection in guys clothing essentials: boardshorts, tees, shorts, hoodies, flannels, sandals, shirts, jeans/pants, hats, beanies, backpacks, wetsuits and more.

CATEGORIES

- [Guys Clothing](#)
- [Girls Clothing](#)
- [Guys Accessories](#)
- [Girls Accessories](#)
- [Surf Equipment](#)

GUYS

- [Boardshorts](#)
- [Tees](#)
- [Shorts](#)
- [Sandals](#)
- [Shoes](#)
- [Tanks](#)
- [Denim/Pants](#)
- [Flannels](#)
- [Hoodies](#)
- [Jackets](#)
- [Backpacks](#)
- [Beanies](#)
- [Hats](#)
- [Headphones](#)
- [Poles](#)
- [Shirts](#)
- [Sneakers](#)
- [Thermals](#)
- [Belts](#)
- [Sunglasses](#)
- [Wallets](#)

GIRLS

- [Swimwear](#)
- [Boardshorts](#)
- [Sandals](#)
- [Denim/Pants](#)
- [Dresses](#)
- [Tops](#)
- [Tees](#)
- [Tanks & Camis](#)
- [Jumpers](#)
- [Shorts](#)
- [Skirts](#)
- [Sneakers](#)
- [Hoodies](#)
- [Jackets](#)

GUYS BRANDS

- [O'Neill Boardshorts](#)
- [O'Neill Tees](#)
- [O'Neill Shorts](#)
- [O'Neill Shirts](#)
- [O'Neill Tank Tops](#)
- [O'Neill Jackets](#)
- [O'Neill Denim/Jeans](#)
- [O'Neill Sandals](#)
- [O'Neill Wetsuits](#)
- [Quiksilver Boardshorts](#)
- [Quiksilver Tees](#)
- [Quiksilver Shorts](#)
- [Quiksilver Hoodies](#)
- [Quiksilver Shirts](#)
- [Quiksilver Tank Tops](#)
- [Quiksilver Jackets](#)
- [Quiksilver Sandals](#)
- [Hurley Boardshorts](#)
- [Hurley Tees](#)
- [Hurley Shorts](#)
- [Hurley Hoodies](#)
- [Hurley Shirts](#)
- [Hurley Poles](#)
- [Hurley Jackets](#)
- [Billabong Boardshorts](#)
- [Billabong Tees](#)
- [Billabong Hoodies](#)
- [Billabong Shorts](#)
- [Billabong Tank Tops](#)
- [Volcom Boardshorts](#)
- [Volcom Tees](#)
- [Volcom Hoodies](#)
- [Volcom Shorts](#)
- [Volcom Denim/Jeans](#)
- [DC Boardshorts](#)
- [DC Tees](#)
- [DC Hoodies](#)
- [DC Shorts](#)

GIRLS BRANDS

- [O'Neill Swimwear](#)
- [O'Neill Boardshorts](#)
- [O'Neill Tops](#)
- [O'Neill Tees](#)
- [O'Neill Tanks/Camis](#)
- [O'Neill Denim/Pants](#)
- [O'Neill Dresses](#)
- [O'Neill Hoodies](#)
- [O'Neill Jackets](#)
- [Billabong Tops](#)
- [Billabong Tees](#)
- [Billabong Swimwear](#)
- [Billabong Shorts](#)
- [Roxy Swimwear](#)
- [Roxy Boardshorts](#)
- [Roxy Tees](#)
- [Roxy Tops](#)
- [Roxy Tanks/Camis](#)
- [Roxy Shorts](#)
- [Roxy Dresses](#)
- [Roxy Hoodies](#)
- [Roxy Denim/Pants](#)
- [Roxy Sandals](#)
- [Rusty Tops](#)
- [Rusty Tees](#)
- [Rusty Hoodies](#)
- [Rusty Shorts](#)
- [Rusty Tanks/Camis](#)
- [RVCA Tees](#)
- [RVCA Tops](#)
- [RVCA Denim/Pants](#)
- [DC Tees](#)
- [DC Tops](#)
- [DC Dresses](#)
- [DC Jackets](#)
- [DC Shoes](#)
- [Hurley Tops](#)

SURF EQUIPMENT

- [Surfboards](#)
- [Boardbags](#)
- [FCS Fin Systems](#)
- [Future Fin Systems](#)
- [Leashes](#)
- [Traction Pads](#)
- [Rashguards](#)
- [Wetsuits](#)
- [Full Suits](#)
- [Spring Suits](#)
- [Jackets](#)
- [Bootsies](#)
- [Migs](#)

Hoodie	DC Shorts	Hurley Tees
Handbag	DC Shoes	Hurley Hoodies
Backpacks	DC Shirts	Hurley Jackets
Headphones	DC Jackets	Hurley Denim/Pants
Hats	Reef Sandals	Hurley Shorts
Sunglasses	Rusty Tees	In Gods Hands
Slives	Rusty Boardshorts	Element Tees
Wallets	Rusty Hoodies	Element Tops
	Rusty Shorts	Element Shorts
	Element Tees	Hawaiians Sandals
	Element Shorts	Killer Dana Tees
	Element Hoodies	Matix Tops
	Ezekiel Tees	Matix Dresses
	Ezekiel Boardshorts	Metal Mulisha Tees
	Ezekiel Shorts	Metal Mulisha Tops
	Ezekiel Shirts	Metal Mulisha Swimwear
	Fox Tees	Metal Mulisha Dresses
	Fox Hoodies	Metal Mulisha Hoodies
	Fox Shorts	Reef Sandals
	Fox Boardshorts	Sanuk Sandals
	Honolua Shirts	Skull Candy
	Honolua Boardshorts	True Love False Idols Tees
	Honolua Tees	Volcom Swimwear
	Rainbow Sandals	Volcom Tees
	RVCA Tees	Volcom Tops
	RVCA Boardshorts	Volcom Denim/Pants
	RVCA Hoodies	Volcom Tanks/Comis
	Sanuk Sidewalk Surfers	
	Sanuk Sandals	
	Silver Edition Boardshorts	
	Silver Edition Tees	
	True Love False Idols Tees	
	True Love False Idols Shorts	
	True Love False Idols Jackets	
	Killer Dana Boardshorts	
	Killer Dana Tees	
	Killer Dana Hoodies	
	In Gods Hands Tees	
	Metal Mulisha Tees	
	Metal Mulisha Shorts	
	Metal Mulisha Hoodies	
	Metal Mulisha Jackets	
	Metal Mulisha Shirts	
	Metal Mulisha Denim/Jeans	
	KR3W Tees	
	KR3W Denim/Jeans	
	Lightning Bolt Boardshorts	
	Lightning Bolt Tees	
	Lost Boardshorts	
	Lost Tees	
	Lost Shorts	
	Skull Candy Headphones	
	LRG Tees	
	LRG Boardshorts	
	Matix Tees	
	Matix Boardshorts	
	Matix Shorts	
	O'Quinn Tees	
	O'Quinn Hoodies	



[design jobs](#) [portfolios](#) [member gallery](#) [employer directory](#) [groups](#) [genius](#) [my account](#)

Tinnie Choi



[Back To Thumbnails](#)

[← Previous](#) | [Next →](#)

teaser :) (1 of 5)

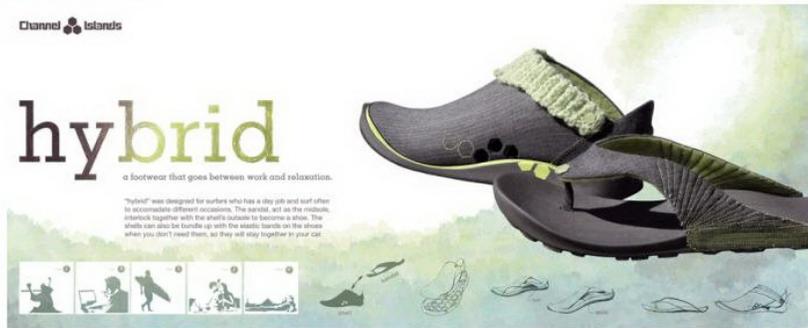
Channel Islands

[OVERVIEW](#)
→ [PORTFOLIO](#)
[PROFILE](#)

[Contact Tinnie](#)
 [Share](#)

[follow](#)

Last Login: 6 Aug 2010



"hybrid"

[me likey](#)

[Description](#)

[Tags](#)

footwear for surfers who surf and work everyday.

Action Sport
Footwear
product
Soft Goods
surfers

Comments



Vincent Berkeley Chen says
Looking good Tinnie! Nice touch!
Posted 10 Feb 2010



tomspencerdesign @live.co.uk says
Nice designs, im now following you, make sure u follow me back :)!
Posted 14 Jul 2010



Stephane Cimolino says
hi, i'm a french AD (art director) and i like your work and your atmospher design. Thank's
Posted 4 Aug 2010

To add a comment you need to have a public profile. [Log In](#) or [Create an Account](#).

Learn About Our Partners



Follow Us:

© 2011 Core77, Inc.

Visit Our Partners

The Design Observer Group
Bloomberg Businessweek
IXDA
Art Directors Club
The Dieline
PSFK
MOCOLOCO
Brand New
AdForum
CreativePro

Design Jobs

Product Development
Creative Management
Advertising
Industrial Design
Web Design
Design Education
Graphic Design
Architecture
Research & Strategy
Sales & Marketing

Company

Post a Job
Make a Portfolio
About Us
Site Support
Privacy
Terms of Use
Contact Us
Genius Gallery