

Request for Reconsideration after Final Action

The table below presents the data as entered.

| Input Field | Entered |
|---|---|
| SERIAL NUMBER | 85131960 |
| LAW OFFICE ASSIGNED | LAW OFFICE 106 |
| MARK SECTION (no change) | |
| ARGUMENT(S) | |
| Dear Ms. Kon: | |
| <p>We respectfully request that you reconsider your Final Office Action wherein you continue to refuse registration of the Applicant's GUITAR CENTER SESSIONS mark. We believe that the predominant part of the mark has, in fact, acquired distinctiveness as contemplated under Section 2(f). The Applicant's numerous registered marks for Guitar Center and variations of Guitar Center which have been used since the 1960s have given the Applicant's mark distinctiveness. We are including evidence of the websites of third parties which recognize the correlation between the Applicant's mark, its longtime mark, GUITAR CENTER, and the Applicant. In addition, as this evidence shows, the services associated with GUITAR CENTER SESSIONS are sufficiently related to the Applicant's retail sale of musical instruments and accessories such that its distinctiveness is transferred to the services underlying this application.</p> | |
| EVIDENCE SECTION | |
| EVIDENCE FILE NAME(S) | \\TICRS\EXPORT11\IMAGEOUT11\851\319\85131960\xml8\RFR0002.JPG |
| | \\TICRS\EXPORT11\IMAGEOUT11\851\319\85131960\xml8\RFR0003.JPG |
| | \\TICRS\EXPORT11\IMAGEOUT11\851\319\85131960\xml8\RFR0004.JPG |
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| | \\TICRS\EXPORT11\IMAGEOUT11\851\319\85131960\xml8\RFR0009.JPG |
| DESCRIPTION OF EVIDENCE FILE | pages from the internet |
| ADDITIONAL STATEMENTS SECTION | |
| DISCLAIMER | No claim is made to the exclusive right to use GUITAR and SESSIONS apart from the mark as shown. |
| SECTION 2(f) | The mark has become distinctive of the goods/services through the applicant's substantially exclusive and continuous use in commerce that the U.S. Congress may lawfully regulate for at least the five years immediately before the date of this statement. |
| SECTION 2(f) | The mark has become distinctive of the goods/services as evidenced by the ownership on the Principal Register for the same mark for related goods or services of U.S. Registration No(s). 2280874, 3534059, 3906431, 1290481, 2810188, 2810186. |
| SECTION 2(f) BASED ON EVIDENCE | The mark has become distinctive of the goods/services, as demonstrated by the attached evidence. |
| 2(f) EVIDENCE FILE NAME(S) | \\TICRS\EXPORT11\IMAGEOUT11\851\319\85131960\xml8\RFR0010.JPG |
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| SIGNATURE SECTION | |
| DECLARATION SIGNATURE | /Mary Vidal Hays/ |
| SIGNATORY'S NAME | Mary Vidal Hays |

| | |
|---------------------------------------|---|
| SIGNATORY'S POSITION | Attorney |
| SIGNATORY'S PHONE NUMBER | 312/755-3179 |
| DATE SIGNED | 01/17/2012 |
| RESPONSE SIGNATURE | /Mary Vidal Hays/ |
| SIGNATORY'S NAME | Mary Vidal Hays |
| SIGNATORY'S POSITION | Attorney |
| SIGNATORY'S PHONE NUMBER | 312/755-3179 |
| DATE SIGNED | 01/17/2012 |
| AUTHORIZED SIGNATORY | YES |
| CONCURRENT APPEAL NOTICE FILED | NO |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Tue Jan 17 15:08:59 EST 2012 |
| TEAS STAMP | USPTO/RFR-38.106.198.132- 20120117150859210150-8513 1960-49071445b27757540338 9cb4fdf6fd715-N/A-N/A-201 20117144851297676 |

PTO Form 1930 (Rev 9/2007)
OMB No. 0651-0050 (Exp. 4/30/2009)

Request for Reconsideration after Final Action To the Commissioner for Trademarks:

Application serial no. **85131960** has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

Dear Ms. Kon:

We respectfully request that you reconsider your Final Office Action wherein you continue to refuse registration of the Applicant's GUITAR CENTER SESSIONS mark. We believe that the predominant part of the mark has, in fact, acquired distinctiveness as contemplated under Section 2(f). The Applicant's numerous registered marks for Guitar Center and variations of Guitar Center which have been used since the 1960s have given the Applicant's mark distinctiveness. We are including evidence of the websites of third parties which recognize the correlation between the Applicant's mark, its longtime mark,

GUITAR CENTER, and the Applicant. In addition, as this evidence shows, the services associated with GUITAR CENTER SESSIONS are sufficiently related to the Applicant's retail sale of musical instruments and accessories such that its distinctiveness is transferred to the services underlying this application.

EVIDENCE

Evidence in the nature of pages from the internet has been attached.

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

ADDITIONAL STATEMENTS

Disclaimer

No claim is made to the exclusive right to use GUITAR and SESSIONS apart from the mark as shown.

Section 2(f), based on Use

The mark has become distinctive of the goods/services through the applicant's substantially exclusive and continuous use in commerce that the U.S. Congress may lawfully regulate for at least the five years immediately before the date of this statement.

Section 2(f), based on Prior Registration(s)

The mark has become distinctive of the goods/services as evidenced by the ownership on the Principal Register for the same mark for related goods or services of U.S. Registration No(s). 2280874, 3534059, 3906431, 1290481, 2810188, 2810186.

Section 2(f), based on Evidence

The mark has become distinctive of the goods/services, as demonstrated by the attached evidence.

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

[2\(f\) evidence-3](#)

[2\(f\) evidence-4](#)

[2\(f\) evidence-5](#)

[2\(f\) evidence-6](#)

[2\(f\) evidence-7](#)

[2\(f\) evidence-8](#)

SIGNATURE(S)

Declaration Signature

If the applicant is seeking registration under Section 1(b) and/or Section 44 of the Trademark Act, the applicant has had a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. 37 C.F.R. Secs. 2.34(a)(2)(i); 2.34 (a)(3)(i); and 2.34(a)(4)(ii); and/or the applicant has

had a bona fide intention to exercise legitimate control over the use of the mark in commerce by its members. 37 C.F. R. Sec. 2.44. If the applicant is seeking registration under Section 1(a) of the Trademark Act, the mark was in use in commerce on or in connection with the goods and/or services listed in the application as of the application filing date or as of the date of any submitted allegation of use. 37 C.F.R. Secs. 2.34(a)(1)(i); and/or the applicant has exercised legitimate control over the use of the mark in commerce by its members. 37 C.F.R. Sec. 2.44. The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; that if the original application was submitted unsigned, that all statements in the original application and this submission made of the declaration signer's knowledge are true; and all statements in the original application and this submission made on information and belief are believed to be true.

Signature: /Mary Vidal Hays/ Date: 01/17/2012
Signatory's Name: Mary Vidal Hays
Signatory's Position: Attorney
Signatory's Phone Number: 312/755-3179

Request for Reconsideration Signature

Signature: /Mary Vidal Hays/ Date: 01/17/2012
Signatory's Name: Mary Vidal Hays
Signatory's Position: Attorney

Signatory's Phone Number: 312/755-3179

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 85131960
Internet Transmission Date: Tue Jan 17 15:08:59 EST 2012
TEAS Stamp: USPTO/RFR-38.106.198.132-201201171508592
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FEBRUARY 25, 2011, 1:00 PM ET

Cake on Guitar Center Sessions

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By Steven Kurutz



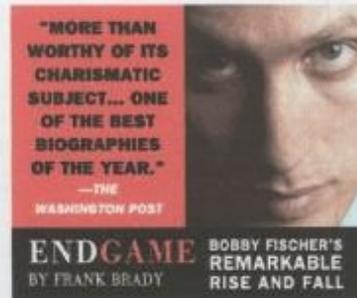
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Cake Singer John McCrea

The latest episode of "Guitar Center Sessions" on DirecTV features the California band Cake, whose music is almost uncategorizable (trumpet-infused rock pop?). The series, a kind of hybrid between "Inside the Actors Studio" and "Storytellers," is hosted by Nic Harcourt and features performances and probing, insider-y interviews with musicians. Cake singer John McCrea talked to Harcourt about his contempt for '90s grunge music and the

band's decision to release their records independently. "John's take on the music business," said Dustin Hirz, the show's executive producer. "He's so cynical it's hilarious."

The Cake episode premieres on Saturday. Watch a clip of Cake performing "Short Skirt, Long Jacket."



About Speakeasy



Speakeasy is an online magazine covering media, entertainment, celebrity and the arts. The publication is produced by senior editor Christopher John Farley, Alexandra Cheney, Michelle Kung and Barbara Chai with contributions from the Wall Street Journal staff and others. Write to us at speakeasy@wsj.com or follow us on Twitter at [@WSJSpeakeasy](#) or individually at [@cjfarley](#), [@alexandracheny](#), [@mkung](#) and [@barbarachai](#).

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Cake on Guitar Center Sessions



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BAND PERFORMS AND OFFERS UNFILTERED INTERVIEW;
EPISODE PREMIERES SATURDAY, FEBRUARY 26 AT 9 PM ET/PT

Guitar Center and DIRECTV today announced a new episode of Guitar Center Sessions featuring [Cake](#). Performing a selection of the band's hits as well as new tracks, the set includes "Short Skirt Long Jacket", "Love You Madly", "Long Time" and "Sick Of You". Cake front-man [John McCrea](#) and trumpet-player [Vince DiFiore](#) offer their perspective on music, touring and the state of the music industry, past and future, as well as a live performance and interview with host [Nic Harcourt](#) in front of a studio audience.

The episode featuring [Cake](#) premieres Saturday, February 26 at 9PM ET/PT in 3D on DIRECTV's n3D™ powered by Panasonic. The program also airs in 2D hi-definition on DIRECTV's The 101® Network (channel 101) at 9PM ET/PT. Clips of past episodes of Guitar Center Sessions can be viewed at www.guitarcenter.com/sessions.

[Cake Tour Dates](#) :: [Cake News](#) :: [Cake Concert Reviews](#)



Cake

<http://www.cakemusic.com/>

[Published on: 2/23/11]

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08 Jul
2011

Rodrigo y Gabriela On Guitar Center Sessions July 9th

By [drainu182](#) , Tags : [Rodrigo y Gabriela](#)



Guitar Center(<http://www.guitarcenter.com>), the world's largest musical instrument retailer, and DIRECTV, the world's most popular video service, will feature the unique sound of fleet-fingered acoustic duo **Rodrigo y Gabriela** in the next episode of the award-winning music series **Guitar Center Sessions** this Saturday, July 9. Guitar Center Sessions features exclusive performances and intimate, enlightening conversations conducted by revered musical tastemaker Nic Harcourt. The Rodrigo y Gabriela episode premieres Saturday, July 9 at 10pm ET/PT in 2D hi-definition on DIRECTV'S Audience Network (channel 239) and in 3D on DIRECTV'S n3D powered by Panasonic.

A sneak preview of the Rodrigo y Gabriela episode — an exclusive performance of "11:11" and the duo explaining to Harcourt how they developed their sound— can be seen at <http://gc.guitarcenter.com/sessions/>.

A musically gifted duo who have forged a truly singular sound more or less out of necessity, Rodrigo y Gabriela have taken an unconventional path to their current success, and they discuss it all with host Nic Harcourt. Topics include; their early days in metal bands in Mexico City, how their current incarnation began as the duo played acoustic Slayer covers for unaware tourists in Mexico, how busking on the

<http://theaudioperv.com/2011/07/08/rodrigo-y-gabriela-on-guitar-center-sessions-july-9th/> 1/17/2012

streets of Dublin, Ireland required them to forge their unique sound and drew crowds so large that the police had to disperse them, jamming with heroes like Al Di Meola, and what it's like to work with Hans Zimmer on the soundtrack for the latest Pirates of the Caribbean film.

“Rodrigo y Gabriela are a perfect example of artists doing things their own way and finding an astonishing amount of success because of it,” says Harcourt. “Two young Mexican metalheads stranded in Dublin, forced to busk as an acoustic duo allowed Rodrigo y Gabriela to refine a sound all their own. This is exactly the kind of fascinating artistic journey we aim to uncover on Guitar Center Sessions.”

In the episode, Rodrigo y Gabriela, whose new live album *Live in France* is out July 19 on ATO Records, performs original compositions from their eponymous US debut and sophomore album *11:11*. The duo skillfully weaves their respective styles into each track. Rodrigo is a deft finger-picker who can move from raging speed to sensual soul in the space of a fret, while Gabriela employs fast, rhythmic techniques, often thrashing her strings and drumming on the instrument's body like a percussionist.

Continuing its commitment to inspiring musicians, each episode of Guitar Center Sessions is filmed live in front of a studio audience in the world famous Guitar Center Hollywood Vintage Room. The show gives real music fans a rare peak inside the minds of their idols, with Harcourt's thoughtful, conversational questions drawing out new and intimate details from their storied careers. Audiences hear first-hand accounts from each artist about their personal and musical journeys and the influences that molded them into the icons they have become.

Other upcoming episodes include: Saint Motel, Social Distortion and the incomparable Blondie. Recent episodes have featured Sum 41, Peter Dinklage and Bad Religion.

After its series debut, featuring episodes with artists including Peter Dinklage, Weezer, Jane's Addiction, The Cult, CAKE and Jakob Dylan, Guitar Center Sessions was the recipient of the International 3D Society's award for Best Music Television Series in 2010.

www.rodgab.com

www.guitarcenter.com

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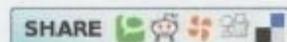


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Seether Performance from Upcoming "Guitar Center Sessions" Episode Posted Online

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Wind Up Records **Seether** is the next guest scheduled for the *Guitar Center Sessions* series, which airs on DirecTV. A sneak peak of the band's episode was posted [online](#) featuring a performance of "Remedy," from their 2005 album *Karma and Effect*.

Each episode of the series is filmed in front of a live studio audience and includes a performance as well as a Q&A segment, sponsored by the Guitar Center chain of music stores. Seether's episode will premiere on Saturday at 9 p.m. ET and includes performances of the band's classic hits, as well as songs from their recently-released album, *Holding Onto Strings Better Left to Fray*.

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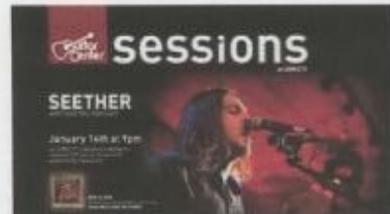
SEETHER performs live on Guitar Center 'Sessions'

January 10, 2012

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SEETHER will perform their hits on GUITAR CENTER's **SESSIONS!** The show, on DIRECTV will debut on January 14th!



Guitar Center and DIRECTV will feature Seether in the fifth of seven new episodes of the award-winning music series 'Guitar Center Sessions' this Saturday, Jan. 14.

The series features exclusive performances and intimate, enlightening conversations conducted by revered musical tastemaker Nic Harcourt.

In the episode, the South African melodic rockers talk to host Nic Harcourt about how they're thankful for the hard times that eventually led to success, how the band is really the "chaos and fun of three guys making noise" and how every Seether album has one song that literally helped to save lead singer Shaun Morgan's life.

"Some bands have to leave their hometown to find success, Seether literally had to leave their home continent," says Harcourt. "Faced with a musical landscape in South Africa that made it nearly impossible to sustain a living as a working musician, Seether chose to slog around the U.S. for years working hard for a break. That determination, in the face of various obstacles, paid off in spades as the band heads into their thirteenth year of a very successful career. This is exactly the type of musical journey we want to dig into on Guitar Center Sessions."

During the episode, Seether blast through a series of hits, including 'Remedy,' 'Fake It,' 'Broken' and 'Country Song.'

The episode premieres Saturday, Jan. 14 at 9:00PM ET/PT in 2D hi-definition on DIRECTV'S Audience Network (channel 239) and in 3D on DIRECTV'S n3D

For complete information, visit: <http://gc.guitarcenter.com/sessions/?rel=email&source=4NL2A8A>

Click [HERE](#) for a sneak peek at the band performing "Rise Above This"

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By Steven Kurutz



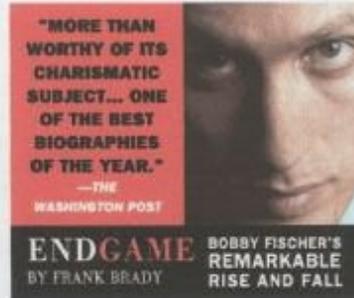
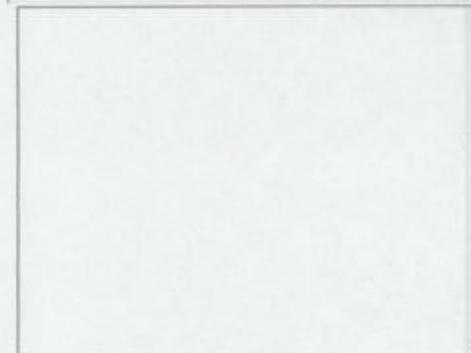
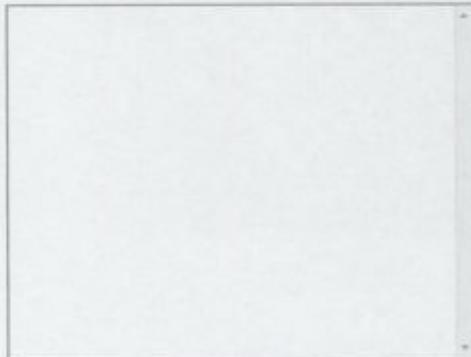
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Cake Singer John McCrea

The latest episode of "Guitar Center Sessions" on DirecTV features the California band Cake, whose music is almost uncategorizable (trumpet-infused rock pop?). The series, a kind of hybrid between "Inside the Actors Studio" and "Storytellers," is hosted by Nic Harcourt and features performances and probing, insider-y interviews with musicians. Cake singer John McCrea talked to Harcourt about his contempt for '90s grunge music and the

band's decision to release their records independently. "John's take on the music business," said Dustin Hirz, the show's executive producer. "He's so cynical it's hilarious."

The Cake episode premieres on Saturday. Watch a clip of Cake performing "Short Skirt, Long Jacket."



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Speakeasy is an online magazine covering media, entertainment, celebrity and the arts. The publication is produced by senior editor Christopher John Farley, Alexandra Cheney, Michelle Kung and Barbara Chai with contributions from the Wall Street Journal staff and others. Write to us at speakeasy@wsj.com or follow us on Twitter at [@WSJSpeakeasy](https://twitter.com/WSJSpeakeasy) or individually at [@cjfarley](https://twitter.com/cjfarley), [@alexandracheney](https://twitter.com/alexandracheney), [@mkung](https://twitter.com/mkung) and [@barbarachai](https://twitter.com/barbarachai).

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Cake on Guitar Center Sessions



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BAND PERFORMS AND OFFERS UNFILTERED INTERVIEW;
EPISODE PREMIERES SATURDAY, FEBRUARY 26 AT 9 PM ET/PT

Guitar Center and DIRECTV today announced a new episode of Guitar Center Sessions featuring [Cake](#). Performing a selection of the band's hits as well as new tracks, the set includes "Short Skirt Long Jacket", "Love You Madly", "Long Time" and "Sick Of You". Cake front-man [John McCrea](#) and trumpet-player [Vince DiFiore](#) offer their perspective on music, touring and the state of the music industry, past and future, as well as a live performance and interview with host [Nic Harcourt](#) in front of a studio audience.

The episode featuring [Cake](#) premieres Saturday, February 26 at 9PM ET/PT in 3D on DIRECTV's n3D™ powered by Panasonic. The program also airs in 2D hi-definition on DIRECTV's The 101® Network (channel 101) at 9PM ET/PT. Clips of past episodes of Guitar Center Sessions can be viewed at www.guitarcenter.com/sessions.

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Cake

<http://www.cakemusic.com/>

[Published on: 2/23/11]

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08 Jul
2011

Rodrigo y Gabriela On Guitar Center Sessions July 9th

By [drainu182](#) , Tags : [Rodrigo y Gabriela](#)



Guitar Center(<http://www.guitarcenter.com>), the world's largest musical instrument retailer, and DIRECTV, the world's most popular video service, will feature the unique sound of fleet-fingered acoustic duo **Rodrigo y Gabriela** in the next episode of the award-winning music series **Guitar Center Sessions** this Saturday, July 9. Guitar Center Sessions features exclusive performances and intimate, enlightening conversations conducted by revered musical tastemaker Nic Harcourt. The Rodrigo y Gabriela episode premieres Saturday, July 9 at 10pm ET/PT in 2D hi-definition on DIRECTV'S Audience Network (channel 239) and in 3D on DIRECTV'S n3D powered by Panasonic.

A sneak preview of the Rodrigo y Gabriela episode — an exclusive performance of "11:11" and the duo explaining to Harcourt how they developed their sound— can be seen at <http://gc.guitarcenter.com/sessions/>.

A musically gifted duo who have forged a truly singular sound more or less out of necessity, Rodrigo y Gabriela have taken an unconventional path to their current success, and they discuss it all with host Nic Harcourt. Topics include; their early days in metal bands in Mexico City, how their current incarnation began as the duo played acoustic Slayer covers for unaware tourists in Mexico, how busking on the

<http://theaudioperv.com/2011/07/08/rodrigo-y-gabriela-on-guitar-center-sessions-july-9th/> 1/17/2012

streets of Dublin, Ireland required them to forge their unique sound and drew crowds so large that the police had to disperse them, jamming with heroes like Al Di Meola, and what it's like to work with Hans Zimmer on the soundtrack for the latest Pirates of the Caribbean film.

"Rodrigo y Gabriela are a perfect example of artists doing things their own way and finding an astonishing amount of success because of it," says Harcourt. "Two young Mexican metalheads stranded in Dublin, forced to busk as an acoustic duo allowed Rodrigo y Gabriela to refine a sound all their own. This is exactly the kind of fascinating artistic journey we aim to uncover on Guitar Center Sessions."

In the episode, Rodrigo y Gabriela, whose new live album *Live in France* is out July 19 on ATO Records, performs original compositions from their eponymous US debut and sophomore album *11:11*. The duo skillfully weaves their respective styles into each track. Rodrigo is a deft finger-picker who can move from raging speed to sensual soul in the space of a fret, while Gabriela employs fast, rhythmic techniques, often thrashing her strings and drumming on the instrument's body like a percussionist.

Continuing its commitment to inspiring musicians, each episode of Guitar Center Sessions is filmed live in front of a studio audience in the world famous Guitar Center Hollywood Vintage Room. The show gives real music fans a rare peak inside the minds of their idols, with Harcourt's thoughtful, conversational questions drawing out new and intimate details from their storied careers. Audiences hear first-hand accounts from each artist about their personal and musical journeys and the influences that molded them into the icons they have become.

Other upcoming episodes include: Saint Motel, Social Distortion and the incomparable Blondie. Recent episodes have featured Sum 41, Peter Dinklage and Bad Religion.

After its series debut, featuring episodes with artists including Peter Dinklage, Weezer, Jane's Addiction, The Cult, CAKE and Jakob Dylan, Guitar Center Sessions was the recipient of the International 3D Society's award for Best Music Television Series in 2010.

www.rodgab.com

www.guitarcenter.com

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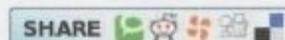


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Seether Performance from Upcoming "Guitar Center Sessions" Episode Posted Online

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Wind Up Records **Seether** is the next guest scheduled for the *Guitar Center Sessions* series, which airs on DirecTV. A sneak peak of the band's episode was posted **online** featuring a performance of "Remedy," from their 2005 album *Karma and Effect*.

Each episode of the series is filmed in front of a live studio audience and includes a performance as well as a Q&A segment, sponsored by the Guitar Center chain of music stores. Seether's episode will premiere on Saturday at 9 p.m. ET and includes performances of the band's classic hits, as well as songs from their recently-released album, *Holding Onto Strings Better Left to Fray*.

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SEETHER performs live on Guitar Center 'Sessions'

January 10, 2012

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SEETHER will perform their hits on GUITAR CENTER's **SESSIONS!** The show, on DIRECTV will debut on January 14th!



Guitar Center and DIRECTV will feature Seether in the fifth of seven new episodes of the award-winning music series 'Guitar Center Sessions' this Saturday, Jan. 14.

The series features exclusive performances and intimate, enlightening conversations conducted by revered musical tastemaker Nic Harcourt.

In the episode, the South African melodic rockers talk to host Nic Harcourt about how they're thankful for the hard times that eventually led to success, how the band is really the "chaos and fun of three guys making noise" and how every Seether album has one song that literally helped to save lead singer Shaun Morgan's life.

"Some bands have to leave their hometown to find success, Seether literally had to leave their home continent," says Harcourt. "Faced with a musical landscape in South Africa that made it nearly impossible to sustain a living as a working musician, Seether chose to slog around the U.S. for years working hard for a break. That determination, in the face of various obstacles, paid off in spades as the band heads into their thirteenth year of a very successful career. This is exactly the type of musical journey we want to dig into on Guitar Center Sessions."

During the episode, Seether blast through a series of hits, including 'Remedy,' 'Fake It,' 'Broken' and 'Country Song.'

The episode premieres Saturday, Jan. 14 at 9:00PM ET/PT in 2D hi-definition on DIRECTV'S Audience Network (channel 239) and in 3D on DIRECTV'S n3D

For complete information, visit: <http://gc.guitarcenter.com/sessions/?rel=email&source=4NL2A8A>

Click **[HERE](#)** for a sneak peek at the band performing "Rise Above This"

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