
To: Saucony, Inc. (trademarks@collectivebrands.com)

Subject: U.S. TRADEMARK APPLICATION NO. 85235172 - FIND YOUR STRONG - N/A

Sent: 6/14/2012 9:18:27 PM

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

APPLICATION SERIAL NO. 85235172

MARK: FIND YOUR STRONG

85235172

CORRESPONDENT ADDRESS:

ROBERT M CARROLL
SAUCONY INC C/O COLLECTIVE BRANDS
INC
3231 SE 6TH AVE
TOPEKA, KS 66607-2260

CLICK HERE TO RESPOND TO THIS LETTER:
http://www.uspto.gov/trademarks/teas/response_forms.jsp

APPLICANT: Saucony, Inc.

CORRESPONDENT'S REFERENCE/DOCKET
NO:

N/A

CORRESPONDENT E-MAIL ADDRESS:
trademarks@collectivebrands.com

SUBSEQUENT FINAL REFUSAL OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 6/14/2012

THIS IS A SUBSEQUENT FINAL REFUSAL ACTION.

This Subsequent Final Refusal responds to the Applicant's Request for Reconsideration filed April 25, 2012, after the Final Action issued on October 27, 2011.

Applicant submitted arguments refuting the 2(d) Refusal – Likelihood of Confusion with the cited U.S. Registration No. 2114883, for the typed drawing FIND YOUR STRENGTH, on the Supplemental Register. Applicant also provided additional evidence of U.S. Registrations containing the term, “STRENGTH” and/or “STRONG”. The trademark examining attorney has carefully read applicant's arguments and reviewed its evidence, but does not find it persuasive. Accordingly, the FINAL 2(d) Likelihood of Confusion Refusal is hereby CONTINUED. *See* 15 U.S.C. §1052(d); 37 C.F.R. §2.64(a).

SECTION 2(d) REFUSAL – LIKELIHOOD OF CONFUSION

In the Office Action issued March 22, 2011, the trademark examining attorney refused registration of the applied-for standard character mark, **FIND YOUR STRONG**, because of a likelihood of confusion with the typed mark, **FIND YOUR STRENGTH** in U.S. Registration No. 2114883, under Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* *See the enclosed registration – Exhibit 1* Trademark Act Section 2(d) bars registration of an applied-for mark that so resembles a registered mark that it is likely that a potential consumer would be confused or mistaken or deceived as to the source of the goods and services of the applicant and registrant. *See* 15 U.S.C. §1052(d). The court in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973) listed the principal factors to be considered when determining whether there is a likelihood of confusion under Section 2(d). *See* TMEP §1207.01. However, not all of the factors are necessarily relevant or of equal weight, and any one factor may be dominant in a given case, depending upon the evidence of record. *In re Majestic Distilling Co.*, 315 F.3d 1311, 1315, 65 USPQ2d 1201, 1204 (Fed. Cir. 2003); *see In re E. I. du Pont*, 476 F.2d at 1361-62, 177 USPQ at 567.

In this case, the following factors are the most relevant: similarity of the marks and similarity of the goods and services. *See In re Opus One, Inc.*, 60 USPQ2d 1812 (TTAB 2001); *In re Dakin's Miniatures Inc.*, 59 USPQ2d 1593 (TTAB 1999); *In re Azteca Rest. Enters., Inc.*, 50 USPQ2d 1209 (TTAB 1999); TMEP §§1207.01 *et seq.*

In any likelihood of confusion determination, two key considerations are similarity of the marks and similarity or relatedness of the goods and/or services. *See Federated Foods, Inc. v. Fort Howard Paper Co.*, 544 F.2d 1098, 1103, 192 USPQ 24, 29 (C.C.P.A. 1976); *In re Iolo Techs., LLC*, 95 USPQ2d 1498, 1499 (TTAB 2010); TMEP §1207.01; *see also In re Dixie Rests. Inc.*, 105 F.3d 1405, 1406-07, 41 USPQ2d 1531, 1533 (Fed. Cir. 1997). That is, the marks are compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. *In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012) (quoting *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973)); TMEP §1207.01(b)-(b)(v). Additionally, the goods and/or services are compared to determine whether they are similar or commercially related or travel in the same trade channels. *See Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369-71, 101 USPQ2d 1713, 1722-23 (Fed. Cir. 2012); *Herbko Int'l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1165, 64

USPQ2d 1375, 1381 (Fed. Cir. 2002); TMEP §1207.01, (a)(vi).

Applicant's proposed standard character mark, **FIND YOUR STRONG** is to be used with:

International Class 025 Footwear and athletic apparel, namely shirts, shorts, tank tops, socks, hats, gloves, mittens, pants, jackets, swimwear, swim caps, sweatbands, legwarmers, arm warmers, cycle booties, toe covers, headbands, vests, singlets, tights, athletic brassieres

International Class 035 Retail footwear and athletic apparel store services; computerized on-line retail store services in the field of footwear and apparel accessible via global computer networks

The cited typed mark, **FIND YOUR STRENGTH** is used with clothing, namely, t-shirts and hats, in International Class 025.

a. Similarity in the Marks

Applicant's proposed mark, **FIND YOUR STRONG** and registrant's mark, **FIND YOUR STRENGTH** stimulate the same mental reaction. **STRONG** means having or marked by great physical power, and **STRENGTH** means the quality or state of being physically strong. *See definitions – Exhibits 2 and 3*

Consumer confusion has been held likely for marks that do not physically sound or look alike but that convey the same idea, stimulate the same mental reaction, or may have the same overall meaning. *See Ralston Purina Co. v. Old Ranchers Canning Co.*, 199 USPQ 125 (TTAB 1978) (holding **TUNA O' THE FARM** for canned chicken likely to be confused with **CHICKEN OF THE SEA** for canned tuna); *Downtowner Corp. v. Uptowner Inns, Inc.*, 178 USPQ 105 (TTAB 1973) (holding **UPTOWNER** for motor inn and restaurant services likely to be confused with **DOWNTOWNER** for the same services); TMEP §1207.01(b).

Marks must be compared in their entireties and should not be dissected; however, a trademark examining attorney may weigh the individual components of a mark to determine its overall commercial impression. *In re Chatam Int'l Inc.*, 380 F.3d 1340, 1342, 71 USPQ2d 1944, 1946-47 (Fed. Cir. 2004); *In re Nat'l Data Corp.*, 753 F.2d 1056, 1058, 224 USPQ 749, 751 (Fed. Cir. 1985) (“[I]n 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”); *In re Kysela Pere et Fils, Ltd.*, 98 USPQ2d 1261, 1267 (TTAB 2011).

The marks of the parties also contain the first two identical terms, **FIN D YOUR** and **FIND YOUR**, while the term **STRENGTH** in registrant's mark, conveys a similar meaning of the term **STRONG** in applicant's mark. Applicant argues the term, **STRONG** does not stimulate the same mental reaction as **STRENGTH**. The trademark examining attorney respectfully disagrees, and the meaning of the terms, are so related as to create in the mind of the consumer one's physical strength, and thereby cause confusion as to the source of the goods and services.

Marks may be confusingly similar in appearance where there are similar terms or phrases or similar parts of terms or phrases appearing in both applicant's and registrant's mark. *See In re Collegian Sportswear Inc.*, 224 USPQ 174 (TTAB 1984) (**COLLEGIAN OF CALIFORNIA** and **COLLEGIENNE**); TMEP §1207.01(b)(ii)-(iii).

Upon review of applicant's web site - <http://community.saucony.com/findyourstrongproject/> - its online retail store services feature athletic clothing goods used in the sport of "running", and even references the quality of one's physical **strength** as provided below. Applicant's **FIND YOUR STRONG** project is to





promote running, a physical activity.

"Find your Strong *Tired legs* will follow a positive mind!"

If you always put limits on what you can do, physical..."

You don't get better at running hills by walking them."

Why walk when you can run?

See Exhibits 4, 4a and 4b

Applicant also argues because the cited registered mark is on the Supplemental Register it is entitled to a very narrow scope of protection. The trademark examining attorney respectfully disagrees, as marks on the Supplemental Register are protected against registration of a confusingly similar mark under Trademark Act Section 2(d). See 15 U.S.C. §§1052(d), 1091, 1094; TMEP §815.

Applicant also provided copies of U.S. Registrations (see pages 8 thru 27 of Applicant's Request for Reconsideration after Final Action) containing the term STRONG and/or STRENGTH on the Principal Register, asserting this evidence supports the coexistence of marks with the term, STRONG and STRENGTH. However, third-party registrations are entitled to little weight on the question of likelihood of confusion because they are "not evidence of what happens in the market place or that customers are familiar with them." *AMF Inc. v. Am. Leisure Prods., Inc.*, 474 F.2d 1403, 1406, 177 USPQ 268, 269 (C.C.P.A. 1973); see *In re Melville Corp.*, 18 USPQ2d 1386, 1388 (TTAB 1991); TMEP §1207.01(d)(iii). Moreover, the existence on the register of other seemingly similar marks does not provide a basis for registrability for the applied-for mark. *AMF*, 474 F.2d at 1406, 177 USPQ at 269; *In re Total Quality Group, Inc.*, 51 USPQ2d 1474, 1477 (TTAB 1999).

For these reasons, confusion is likely, as to the source of the goods and services of the parties.

b. Relatedness of the Goods and Services

Applicant intends to use its mark with *footwear and athletic apparel and retail and online retail store services featuring footwear and athletic apparel*, which are related to registrant's *t-shirts and hats*, as both parties provide clothing.

Decisions regarding likelihood of confusion in the clothing field have found many different types of apparel to be related goods. *Cambridge Rubber Co. v. Cluett, Peabody & Co.*, 286 F.2d 623, 624, 128 USPQ 549, 550 (C.C.P.A. 1961) (women's boots related to men's and boys' underwear); *Jockey Int'l, Inc. v. Mallory & Church Corp.*, 25 USPQ2d 1233, 1236 (TTAB 1992) (underwear related to neckties); *In re Melville Corp.*, 18 USPQ2d 1386, 1388 (TTAB 1991) (women's pants, blouses, shorts and jackets related to women's shoes); *In re Pix of Am., Inc.*, 225 USPQ 691, 691-92 (TTAB 1985) (women's shoes related to outer shirts); *In re Mercedes Slacks, Ltd.*, 213 USPQ 397, 398-99 (TTAB 1982) (hosiery related to trousers); *In re Cook United, Inc.*, 185 USPQ 444, 445 (TTAB 1975) (men's suits, coats, and trousers related to ladies' pantyhose and hosiery); *Esquire Sportswear Mfg. Co. v. Genesco Inc.*, 141 USPQ 400, 404 (TTAB 1964) (brassieres and girdles related to slacks for men and young men).

Registrant's goods are also related to applicant's services, which may feature registrant's goods in its retail store services.

The use of similar marks on or in connection with both products and retail-store services has been held likely to cause confusion where the evidence showed that the retail-store services featured the same type of products. See *In re Thomas*, 79 USPQ2d 1021, 1023 (TTAB 2006) (holding the use of similar marks both for jewelry and for retail-jewelry and mineral-store services was likely to cause confusion); *In re Peebles Inc.*, 23 USPQ2d 1795, 1796 (TTAB 1992) (holding the use of nearly identical marks both for coats and for retail outlets featuring camping and mountain climbing equipment, including coats, was likely to cause confusion, noting that "there is no question that store services and the goods which may be sold in that store are related goods and services for the purpose of determining likelihood of confusion");

In re U.S. Shoe Corp., 8 USPQ2d 1938, 1939 (TTAB 1988) (holding the use of nearly identical marks both for leather cowboy boots and for retail western-, outdoor-, and leisure-clothing-store services featuring boots was likely to cause confusion); TMEP §1207.01(a)(ii).

Applicant did not provide any arguments in its Request for Reconsideration after the Final Action, regarding the relatedness of its goods and services to registrant's goods.

In further support of the relatedness of the goods and services, attached are copies of printouts from the USPTO X-Search database, which show third-party registrations of marks used in connection with the same or similar goods and/or services as those of applicant and registrant in this case. These printouts have probative value to the extent that they serve to suggest that the goods and/or services listed therein, namely, *athletic apparel, namely shirts, t-shirts and hats and online retail store services featuring apparel* are of a kind that may emanate from a single source. *In re Infinity Broad. Corp. of Dallas*, 60 USPQ2d 1214, 1217-18 (TTAB 2001); *In re Albert Trostel & Sons Co.*, 29 USPQ2d 1783, 1785-86 (TTAB 1993); *In re Mucky Duck Mustard Co.*, 6 USPQ2d 1467, 1470 n.6 (TTAB 1988); TMEP §1207.01(d)(iii). See *Exhibits 5, 6, and 7*

In this case, the marks of the parties, FIND YOUR STRONG and FIND YOUR STRENGTH create a similar commercial impression, stimulate the same mental reaction, and the goods and services are related, such that if encountered by consumers, it may create the incorrect assumption that they originate from the same source, and thus likely to cause confusion.

The overriding concern is not only to prevent buyer confusion as to the source of the goods and services, but to protect the registrant from adverse commercial impact due to use of a similar mark by a newcomer. See *In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993). Therefore, any doubt regarding a likelihood of confusion determination is resolved in favor of the registrant. TMEP §1207.01(d)(i); see *Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1265, 62 USPQ2d 1001, 1003 (Fed. Cir. 2002); *In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 464-65, 6 USPQ2d 1025, 1025 (Fed. Cir. 1988).

For these reasons, registration is again finally refused.

Proper Response to Final Action

If applicant does not respond within six months of the mailing date of this final Office action, the application will be abandoned. 15 U.S.C. §1062(b); 37 C.F.R. §2.65(a). Applicant may respond to this final Office action by:

- (1) Submitting a response that fully satisfies all outstanding requirements, if feasible; and/or
- (2) Filing an appeal to the Trademark Trial and Appeal Board, with an appeal fee of \$100 per class.

37 C.F.R. §§2.6(a)(18), 2.64(a); TBMP ch. 1200; TMEP §714.04.

In certain rare circumstances, a petition to the Director may be filed pursuant to 37 C.F.R. §2.63(b)(2) to review a final Office action that is limited to procedural issues. 37 C.F.R. §2.64(a); TMEP §714.04; see 37 C.F.R. §2.146(b); TBMP §1201.05; TMEP §1704 (explaining petitionable matters). The petition fee is \$100. 37 C.F.R. §2.6(a)(15).

If the Applicant has *questions* about its application or needs assistance in responding to this Office action, please telephone the assigned Trademark Examining Attorney directly at the number below or e-mail.

/Odessa Bibbins/
Attorney Advisor
Law Office 105
Tel: 571-272-9425
Fax: 571-273-9425
Odessa.Bibbins@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/ mailing date before using TEAS, to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at <http://tarr.uspto.gov/>. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at <http://www.uspto.gov/teas/eTEASpageE.htm>.

Print: Mar 22, 2011

75173324

DESIGN MARK

Serial Number

75173324

Status

REGISTERED AND RENEWED

Word Mark

FIND YOUR STRENGTH

Standard Character Mark

No

Registration Number

2114883

Date Registered

1997/11/18

Type of Mark

TRADEMARK

Register

SUPPLEMENTAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

Kurtz, John K INDIVIDUAL UNITED STATES 2208 Arno Road Shawnee Mission
KANSAS 66208

Goods/Services

Class Status -- ACTIVE. IC 025. US 022 039. G & S: clothing,
namely, T-shirts and hats. First Use: 1996/07/01. First Use In
Commerce: 1996/07/01.

Filing Date

1996/09/27

Amended Register Date

1997/09/09

Examining Attorney

MAGNER, MARY M.

FIND YOUR STRENGTH

IMAGINE
Now imagine
\$250,000
A YEAR FOR 30 YEARS!
IT'S 30 YEARS
OF DECADAES
OF MILLIONS
OF DOLLARS
JUST PICK 6 NUMBERS
DRAWINGS MONDAY
& THURSDAY
DRAWINGS BEGIN FEB. 3
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strong *adj* \ˈstrɒŋ\

stronger **strongest**

Definition of STRONG

- 1 : **having or marked by great physical power**
- 2 : having moral or intellectual power
- 3 : having great resources (as of wealth or talent)
- 4 : of a specified number <an army ten thousand *strong*>
- 5 **a** : striking or superior of its kind <a *strong* resemblance>
b : effective or efficient especially in a specified direction
<*strong* on watching other people work — A. Alvarez>
- 6 : FORCEFUL, COGENT <*strong* evidence> <*strong* talk>
- 7 : not mild or weak : EXTREME, INTENSE: as
a : rich in some active agent <*strong* beer>
b of a color : high in chroma

TOP 10 LISTS



How Dare You Call Me a Snollygoster, You Mooncal
Top 10 Rare & Amusing Insults

TREND WATCH



"Prefecture"
Reports on the disasters in Japan focused on ... [more](#)

WORD WELL USED



"Shaman"

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Dictionary | Other language resources
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Help | US English | World English

Email | Cite

Text size: A A

strength

Entry from World dictionary

Syllabification: on off

Pronunciation: /streŋθ, streŋkθ/

Get Your FREE Credit Score **814** Straight from The Source
CONTINUE Trade Union

noun

[mass noun]

1 the quality or state of being physically strong:

cycling can help you build up your strength

- the influence or power possessed by a person, organization, or country:

the political and military strength of European

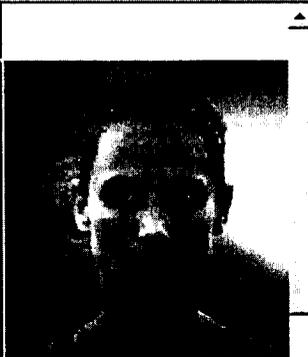
Nearby Words

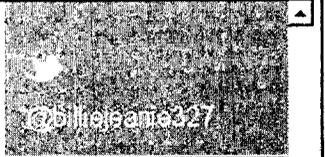
- street-smart
- street theatre
- street trader
- street value
- streetwalker
- streetwise
- Strega
- Streisand, Barbra
- strelitzia
- strength**
- strengthen
- strenuous
- strep
- Strepsiptera
- strep throat
- strepto-



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<p>Stop running for everyone else. Get selfish, dig deep and run for the love of it.</p>	<p>Run at your own pace, don't let other runners dictate your pace #FindYourStrong</p>	
<p>#FindYourStrong Tired legs will follow a positive mind!</p>	<p>You are the only one who can achieve your dreams #FindYourStrong</p>	<p>#FindYourStrong A journey of 20.2 miles begins with 26.1 miles. #FindYourStrong</p>

<p>You don't get better at running hills by walking them #FindYourStrong</p>	<p>#FindYourStrong Cross-train, including flexibility, has helped me determine it's about your body. #FindYourStrong</p>	 <p>@billiejeane327</p> 
<p>You will always regret a run you didn't do, but you will never regret one you did do</p>	<p>If you always put limits on what you can do, physical or anything else, it'll spread over into the rest of your life.</p>	<p>Run for your health, run for your state of mind. run for your life! #FindYourStrong</p>

You can feel sore tomorrow, or you can feel happy tomorrow. [#FindYourStrong](#)

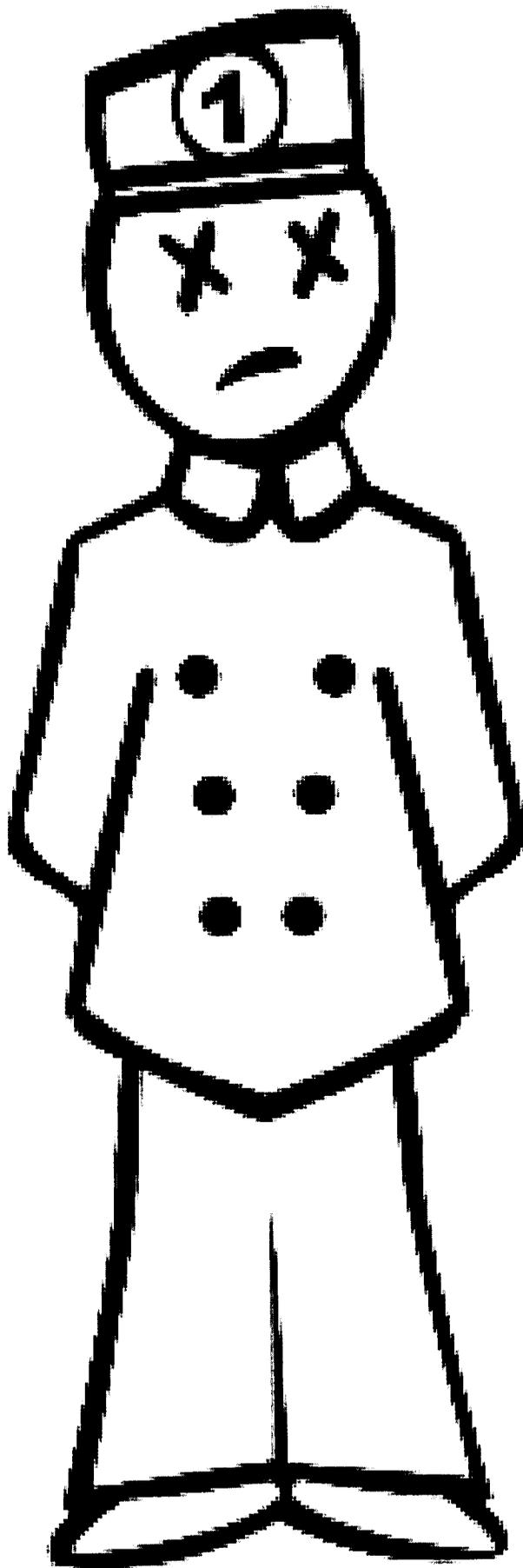
Why walk when you can run? [#FindYourStrong](#)

Finishing each run should always be your first goal- accomplishing all other goals will serve to enhance your finish



Running is 90% mental... and 20% mental





Print: Mar 22, 2011

77202112

DESIGN MARK

Serial Number

77202112

Status

REGISTERED

Word Mark

CLUTCH COUTURE

Standard Character Mark

No

Registration Number

3552608

Date Registered

2008/12/30

Type of Mark

TRADEMARK; SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Owner

Wu, Frank J PARTNERSHIP CALIFORNIA 10108 Randy Ln. Cupertino
CALIFORNIA 95014

Owner

Hirozawa, Derik T PARTNERSHIP CALIFORNIA 5462 Kaveny Dr. San Jose
CALIFORNIA 95129

Goods/Services

Class Status -- ACTIVE. IC 025. US 022 039. G & S: Clothing, namely, footwear, head wear, neckties, scarves, belts, shirts, sweaters, coats, suits, dressing gowns, hats, socks, caps, dresses, bathing suits; skirts, jackets, jogging suits, sweatshirts, sweat pants, shorts, jeans, pants, shirts, underwear, lingerie, swim wear, vests, blouses, overalls, tee shirts, stockings, tights, aprons, robes, pajamas, knit tops, camisoles, tank tops, gloves, undershirts, trousers, blazers, leggings, panties, bras, bus tiers, teddies. First Use: 2005/08/29. First Use In Commerce: 2006/06/25.

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Online retail store services in the field of apparel, leather goods, fashion

accessories, jewelry, shoes, cosmetics, luggage, home products and personal care products rendered through a global computer network; retail store and mail order services featuring apparel, leather goods, fashion accessories, shoes, jewelry, luggage, cosmetics, home products and personal care products. First Use: 2005/08/29. First Use In Commerce: 2007/02/23.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "COUTURE" APART FROM THE MARK AS SHOWN.

Description of Mark

The mark consists of the term "Clutch Couture." The term "Couture" appears in light blue and the term "Clutch" appears in black. In the middle of the mark the letter C appears twice as a mirror image with the colors light blue, black and gray.

Colors Claimed

The color(s) black, light blue and gray is/are claimed as a feature of the mark.

Filing Date

2007/06/09

Amended Register Date

2008/08/21

Examining Attorney

CASTRO, GIANCARLO

Attorney of Record

Frank Iwama

gritno  lutch

Print: Mar 22, 2011

77223084

DESIGN MARK

Serial Number

77223084

Status

REGISTERED

Word Mark

GREENICCI

Standard Character Mark

Yes

Registration Number

3619993

Date Registered

2009/05/12

Type of Mark

TRADEMARK; SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Sole Assets Holdings, Inc. CORPORATION CALIFORNIA 28720 Canwood Street
Agoura Hills CALIFORNIA 91301

Goods/Services

Class Status -- ACTIVE. IC 025. US 022 039. G & S: Apparel,
namely, beachwear, blazers, blouses, body suits, camisoles, belts,
cardigans, cover-ups, dresses, jackets, jeans, jerseys, jumpers,
pants, shirts, shorts, skirts, skorts, slacks, sweat pants, sweaters,
sweatshirts, swimwear, T-shirts, tank tops, tops, trousers. First
Use: 2006/11/00. First Use In Commerce: 2007/06/00.

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Online
retail store services in the field of apparel. First Use: 2007/07/00.
First Use In Commerce: 2009/02/00.

Prior Registration(s)

1727708;2228260

Filing Date

2007/07/05

Print: Mar 22, 2011

77223084

Examining Attorney

CARRUTHERS, ALICE SUE

Attorney of Record

Michael J. MacDermott

GREENICCI

Print: Mar 22, 2011

77223084

DESIGN MARK

Serial Number

77223084

Status

REGISTERED

Word Mark

GREENICCI

Standard Character Mark

Yes

Registration Number

3619993

Date Registered

2009/05/12

Type of Mark

TRADEMARK; SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Sole Assets Holdings, Inc. CORPORATION CALIFORNIA 28720 Canwood Street
Agoura Hills CALIFORNIA 91301

Goods/Services

Class Status -- ACTIVE. IC 025. US 022 039. G & S: Apparel,
namely, beachwear, blazers, blouses, body suits, camisoles, belts,
cardigans, cover-ups, dresses, jackets, jeans, jerseys, jumpers,
pants, shirts, shorts, skirts, skorts, slacks, sweat pants, sweaters,
sweatshirts, swimwear, T-shirts, tank tops, tops, trousers. First
Use: 2006/11/00. First Use In Commerce: 2007/06/00.

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Online
retail store services in the field of apparel. First Use: 2007/07/00.
First Use In Commerce: 2009/02/00.

Prior Registration(s)

1727708;2228260

Filing Date

2007/07/05

Print: Mar 22, 2011

77223084

Examining Attorney

CARRUTHERS, ALICE SUE

Attorney of Record

Michael J. MacDermott

GREENICCI

To: Saucony, Inc. (trademarks@collectivebrands.com)
Subject: U.S. TRADEMARK APPLICATION NO. 85235172 - FIND YOUR STRONG - N/A
Sent: 6/14/2012 9:18:30 PM
Sent As: ECOM105@USPTO.GOV
Attachments:

IMPORTANT NOTICE REGARDING YOUR TRADEMARK APPLICATION

Your trademark application (Serial No. 85235172) has been reviewed. The examining attorney assigned by the United States Patent and Trademark Office ("USPTO") has written a letter (an "Office Action") on 6/14/2012 to which you must respond. Please follow these steps:

1. Read the Office letter by clicking on this [link](#) OR go to <http://tmportal.uspto.gov/external/portal/tow> and enter your serial number to [access](#) the Office letter.

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2. Respond within 6 months, calculated from 6/14/2012 (or sooner if specified in the Office letter), using the Trademark Electronic Application System [Response to Office Action form](#). If you have difficulty using the USPTO website, contact TDR@uspto.gov.

3. Contact the examining attorney who reviewed your application with any questions about the content of the office letter:

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Tel: 571-272-9425
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WARNING

Failure to file any required response by the applicable deadline will result in the ABANDONMENT of your application.

Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses. Instead, please use the Trademark Electronic Application System [Response to Office Action form](#).