

Request for Reconsideration after Final Action

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Input Field	Entered
SERIAL NUMBER	85329069
LAW OFFICE ASSIGNED	LAW OFFICE 101
MARK SECTION (no change)	
ARGUMENT(S)	
Please see the actual argument text attached within the Evidence section.	
EVIDENCE SECTION	
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DESCRIPTION OF EVIDENCE FILE	Request for Reconsideration and evidence cited therein
SIGNATURE SECTION	
RESPONSE SIGNATURE	/meh/
SIGNATORY'S NAME	Michael E. Hall
SIGNATORY'S POSITION	Applicant's attorney, DC bar member
DATE SIGNED	09/28/2012
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Fri Sep 28 09:46:20 EDT 2012
TEAS STAMP	USPTO/RFR-216.141.81.254- 20120928094620054758-8532 9069-4906819ca3f6783bbcca 5332a7bf95c9d8-N/A-N/A-20 120928093327779938

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

Application serial no. **85329069** has been amended as follows:

ARGUMENT(S)

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

Please see the actual argument text attached within the Evidence section.

EVIDENCE

Evidence in the nature of Request for Reconsideration and evidence cited therein has been attached.

Original PDF file:

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Converted PDF file(s) (6 pages)

[Evidence-1](#)

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[Evidence-1](#)

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Original PDF file:

[evi_21614181254-093327779_. Registrant s Specimen of Use.pdf](#)

Converted PDF file(s) (2 pages)

[Evidence-1](#)

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Original PDF file:

[evi_21614181254-093327779_. Registrant s Website.pdf](#)

Converted PDF file(s) (1 page)

[Evidence-1](#)

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /meh/ Date: 09/28/2012

Signatory's Name: Michael E. Hall

Signatory's Position: Applicant's attorney, DC bar member

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 filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 85329069

Internet Transmission Date: Fri Sep 28 09:46:20 EDT 2012

TEAS Stamp: USPTO/RFR-216.141.81.254-201209280946200

54758-85329069-4906819ca3f6783bbcca5332a

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Mark: **EP ENGINEERING PEOPLE**
Serial No.: 85329069
Our Ref.: 98050-305278

Request for Reconsideration

In response to the final Office Action dated March 29, 2012, Applicant respectfully submits the following remarks.

I. Disclaimer

Applicant agrees to disclaim “ENGINEERING PEOPLE” with respect to all of its services in all of the classes.

II. Likelihood-of-Confusion

A. Background

Applicant seeks to register the mark EP ENGINEERING PEOPLE for the following services:

Class 35

Business consultancy, in particular personnel consultancy in the engineering sector; hiring out of employees as temporary workers

Class 41

Arranging and conducting of training courses for engineers, in particular in the field of EDV and CAD

Class 42

Engineering, in particular technical project studies in the nature of technical project planning and design engineering of lines for the processing of web products

The Examining Attorney has refused registration in view of the following two registrations, both of which are owned by Advanced CAD/CAM Service, Inc.:

1. Registration No. 3,936,073 for the mark ENGINEERING PEOPLE for “providing on-line information in the field of engineering employment, including recruitment, careers and job listings for engineering positions; providing on-line job boards and postings for engineering positions” in Class 35, on the Supplemental Register with a disclaimer of “ENGINEERING”; and

2. Registration No. 3,912,478 for the mark ENGINEERINGPEOPLE for the identical services, on the Supplemental Register.

It is important to note that the first-cited registration above for ENGINEERING PEOPLE is on the Supplemental Register with a disclaimer of “ENGINEERING.” The second-cited registration for ENGINEERINGPEOPLE is also on the Supplemental Register and would undoubtedly likewise have a disclaimer of “ENGINEERING” if the absence of a space between the words did not make it unitary for purposes of requiring a disclaimer. *See* T.M.E.P. § 1213.05(a).

Below Applicant will largely discuss only the registration for ENGINEERING PEOPLE because it is more similar (albeit slightly) to Applicant’s mark than the registration for ENGINEERINGPEOPLE. Thus, if, as Applicant believes, there is no likelihood of confusion between its mark and the cited mark ENGINEERING PEOPLE, it would follow that there is no likelihood of confusion with the cited mark ENGINEERINGPEOPLE.¹

B. The Cited Mark is on the Supplemental Register and is Weak

The crux of the disagreement between the Examining Attorney and Applicant is the significance of the fact that the cited mark ENGINEERING PEOPLE is registered on the Supplemental Register and includes a disclaimer of ENGINEERING apart from the mark as shown (meaning it is generic).

1. The Wording ENGINEERING PEOPLE Is Highly Descriptive

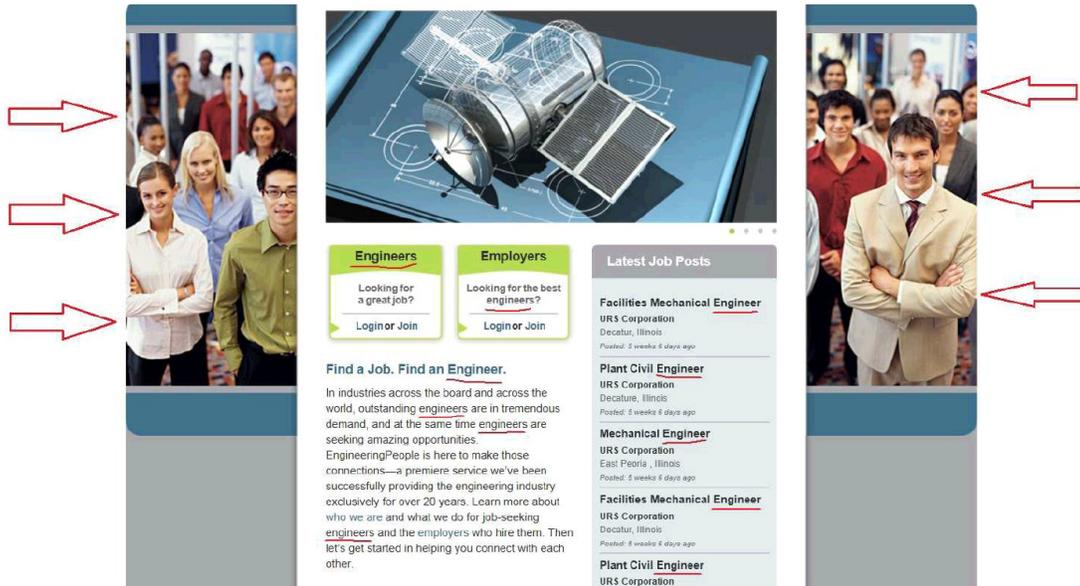
Before discussing the conclusion to be drawn from the weakness of the cited mark, Applicant takes this opportunity to make of record the Office Action issued during prosecution of the cited mark, which refused registration on the ground the mark is merely descriptive, and Registrant’s response amending the then-application to the Supplemental Register. *See* attached Office Action dated January 10, 2011 and Response dated January 18, 2011. (Although Applicant will only discuss ENGINEERING PEOPLE, for the sake of completeness Applicant attaches the Office Action and Response for ENGINEERINGPEOPLE as well.) While it should be obvious that the cited mark is descriptive (indeed, highly descriptive), Applicant wishes to make this prosecution history of record so as to avoid any doubt.²

In fact, the wording ENGINEERING PEOPLE in both the cited mark and Applicant’s mark is highly descriptive. Applicant attaches the specimen of use submitted by Registrant during prosecution, which shows that Registrant’s website is located at <http://www.engineeringpeople.com/>. Applicant also attaches a current screenshot of Registrant’s

¹ *See, e.g., Brown Shoe Co. v. Robbins*, 90 U.S.P.Q.2d 1752, 1754 (T.T.A.B. 2009) (“we have limited our determination of likelihood of confusion to the most relevant registration”); *In re Max Capital Group Ltd.*, 93 U.S.P.Q.2d 1243, 1245 (T.T.A.B. 2010) (“if there is no likelihood of confusion between applicant’s mark and MAX in typed form, then there would be no likelihood of confusion with the MAX and dot design mark.”).

² *See In re Angelino*, Serial No. 78770866 (T.T.A.B. December 1, 2009) (non-precedential) (“Applicant could have timely made [the file history of the cited registration] of record during prosecution of its application with its communications to the Examining Attorney, but failed to do so.”).

homepage, which Applicant has marked up below with red arrows and underlining. As can be seen, Registrant’s services are all about people in the field of engineering, and the homepage even shows pictures of numerous people. In this context, the only reasonable conclusion to be drawn is that Registrant’s mark ENGINEERING PEOPLE is highly descriptive as a whole (with ENGINEERING being generic).



The same can be said about the wording ENGINEERING PEOPLE in Applicant’s mark. The Examining Attorney stated in the final Office Action, and Applicant agrees, that “people and engineering [are] commonly used to describe people in engineering, a main feature of the applicant’s services.” This statement applies to both the cited mark and the wording ENGINEERING PEOPLE in Applicant’s mark, and therefore ENGINEERING PEOPLE is highly descriptive of the services involved herein.

2. No Likelihood-of-Confusion

In this case, there is no likelihood of confusion due to the weakness of the wording ENGINEERING PEOPLE common to both marks. On this point generally, Applicant notes:

[R]egistration on the Supplemental Register may be considered to establish prima facie that, at least at the time of registration, the registered mark possessed a merely descriptive significance. This is significant because it is well established that the scope of protection afforded a merely descriptive or even a highly suggestive term is less than that accorded an arbitrary or coined mark. That is, terms falling within the former category have been generally categorized as “weak” marks, and the scope of protection extended to these marks has been limited to the *substantially identical notation* and/or to the subsequent use and registration thereof for substantially similar goods.

In re Hunke & Jochheim, 185 U.S.P.Q. 188, 189 (T.T.A.B. 1975) (emphasis added).

In refusing registration, the Examining Attorney points out, correctly, that marks registered on the Supplemental Register can be cited against an applicant and that even weak marks are entitled to protection. Applicant has no quarrel with either of these propositions. The issue, however, is not *whether* the cited mark is entitled to protection, but rather the *scope of protection* to which it is entitled.

The Examining Attorney's basic position is that both Applicant's mark EP ENGINEERING PEOPLE and the cited mark ENGINEERING PEOPLE contain the wording "engineering people" and that "[w]ith these shared terms, these marks have similar overall sounds and meanings and create similar overall commercial impressions." Applicant would respectfully point out that this approach overlooks the fact that the cited mark is highly descriptive and the dominant portion of Applicant's mark is indisputably EP. In other words, as the TMEP states:

Determining whether there is a likelihood of confusion requires careful consideration of the nature of the common elements of the marks at issue. . . .

Additions or deletions to marks may be sufficient to avoid a likelihood of confusion if . . . the matter common to the marks is not likely to be perceived by purchasers as distinguishing source because it is merely descriptive or diluted.

T.M.E.P. § 1207.01(b)(iii).

The Examining Attorney also relies on the following PTO form paragraph:

The mere addition of a term to a registered mark generally does not obviate the similarity between the marks nor does it overcome a likelihood of confusion under Trademark Act Section 2(d). See *In re Chatam Int'l Inc.*, 380 F.3d 1340, 71 USPQ2d 1944 (Fed. Cir. 2004) (GASPAR'S ALE and JOSE GASPAR GOLD); *Coca-Cola Bottling Co. v. Jos. E. Seagram & Sons, Inc.*, 526 F.2d 556, 188 USPQ 105 (C.C.P.A. 1975) (BENGAL and BENGAL LANCER); *Lilly Pulitzer, Inc. v. Lilli Ann Corp.*, 376 F.2d 324, 153 USPQ 406 (C.C.P.A. 1967) (THE LILLY and LILLI ANN); *In re Toshiba Med. Sys. Corp.*, 91 USPQ2d 1266 (TTAB 2009) (TITAN and VANTAGE TITAN); *In re El Torito Rests., Inc.*, 9 USPQ2d 2002 (TTAB 1988) (MACHO and MACHO COMBOS); *In re Corning Glass Works*, 229 USPQ 65 (TTAB 1985) (CONFIRM and CONFIRMCELLS); *In re U.S. Shoe Corp.*, 229 USPQ 707 (TTAB 1985) (CAREER IMAGE and CREST CAREER IMAGES); *In re Riddle*, 225 USPQ 630 (TTAB 1985) (ACCU TUNE and RICHARD PETTY'S ACCU TUNE); TMEP §1207.01(b)(iii).

Bluntly stated, this form paragraph is incorrect as a matter of law and badly needs to be revised by the Commissioner's Office.³ It very much overstates the conclusion to be drawn

³ On at least one occasion the Board has pointedly addressed a previous version of this form paragraph:

where one mark is encompassed by another. None of the eight cases cited by the form paragraph even arguably support the notion that “the mere addition of a term to a registered mark generally does not obviate the similarity between the marks nor does it overcome a likelihood of confusion.” Indeed, the first case cited by the form paragraph, *In re Chatam International Inc.*, 71 U.S.P.Q.2d 1944 (Fed. Cir. 2004), utterly refutes it. In *Chatam*, the Federal Circuit found a likelihood of confusion between applicant’s mark JOSE GASPARD GOLD for tequila and the registered mark GASPARD’S ALE for beer and ale. The court did not purport to rely on any rule concerning the mere addition of a term to a registered mark. In fact, referring to its decision in *In re Hearst Corp.*, 25 U.S.P.Q.2d 1238 (Fed. Cir. 1992), the court emphasized that “the *Hearst* court even ‘illustrate[d] the fact-dependency’ of determining whether non-identical marks are sufficiently similar by listing cases falling on both sides.” 71 U.S.P.Q.2d at 1947.

The proper analysis is far more nuanced than this form paragraph would have one believe, and it ignores the fact that where one mark includes the entirety of the other, “**consideration must also be given to the nature of the appropriated mark**, i.e. is it coined or arbitrary **or is it descriptive** or suggestive of the properties of the goods with which it is used, and to the frequency with which it has been registered or used by others as a trademark for the same or related goods.” *Kayser-Roth Corp. v. Morris & Co., Inc.*, 164 U.S.P.Q. 153, 154 (T.T.A.B. 1969) (emphasis added). And it is more than a little strange that the form paragraph actually cites Section 1207.01(b)(iii) as *support* for its assertion because, as noted above, that section requires “careful consideration of the nature of the common elements of the marks” and explains that “additions or deletions to marks may be sufficient to avoid a likelihood of confusion if . . . the matter common to the marks is . . . merely descriptive . . .”

Lastly, the Examining Attorney contends that “EP is an obvious acronym of the registered marks ‘engineering people’ language. Thus, EP does not add any distinctive meaning to the proposed mark that is not found in the registered mark.” Applicant does not understand this statement. The letters EP are derived from the wording ENGINEERING PEOPLE in Applicant’s mark, to be sure, but that does not mean these letters are not distinctive.⁴ Indeed,

The Examining Attorney nevertheless argues that . . . “it is well settled that the mere addition of a term to a registered mark is not sufficient to overcome a likelihood of confusion under Section 2(d)”. A more accurate statement of such principle, however, is set forth, for example, in *In re Rexel Inc.*, 223 USPQ 830, 831 (TTAB 1984), in which the Board pointed out that:

[T]here is a general rule that a subsequent user may not appropriate another’s entire mark and avoid likelihood of confusion therewith by merely adding descriptive or otherwise subordinate matter to it. See: *Bellbrook Dairies, Inc. v. Hawthorn Melody Farms Dairy, Inc.*, 253 F.2d 431, 117 USPQ 213 (CCPA 1958), and *In re South Bend Toy Manufacturing Co., Inc.*, 218 USPQ 479 (TTAB 1983). An exception to the rule may be found in those cases where the appropriated mark is highly suggestive or merely descriptive or has been frequently used by others in the field for the same or related goods or services. See: *In re Hunke & Jochheim*, 185 USPQ 188 (TTAB 1975) and *Jean Patou, Inc. v. Jacqueline Cochran, Inc.*, 133 USPQ 242 (SDNY 1962), affirmed[,] 312 F.2d 125, 136 USPQ 236 (2nd Cir. 1963).

In re The Valspar Corp., Serial No. 74722274 (T.T.A.B. July 21, 1998) (non-precedential).

⁴ The Examining Attorney has not refused registration on the ground that Applicant’s mark is merely descriptive, which would require evidence that the letters EP “have become so generally understood as representing descriptive

viewing both Applicant's mark and the cited mark, EP is the only distinctive portion to be found. Additionally, EP is the first portion of Applicant's mark and it is well established that "it is often the first part of a mark which is most likely to be impressed upon the mind of a purchaser and remembered." *Presto Prods. Inc. v. Nice-Pak Prods. Inc.*, 9 U.S.P.Q.2d 1895, 1897 (T.T.A.B. 1988).

In short, Applicant respectfully submits that the Examining Attorney has given too little consideration to the fact that the dominant portion of Applicant's mark is EP and that the only commonality between the marks is the highly descriptive wording ENGINEERING PEOPLE. In determining whether there is a likelihood of confusion, "[t]he Trademark Act does not prevent registration of a mark on the mere possibility of consumer confusion, but requires that confusion be likely." *In re Paper Doll Promotions Inc.*, 84 U.S.P.Q.2d 1660, 1669 (T.T.A.B. 2007) (reversing refusal because "confusion among consumers, while possible, is not likely"). Here, it is difficult to envision how confusion could arise when EP is the only source-indicating matter in Applicant's mark and Registrant's mark, ENGINEERING PEOPLE on the Supplemental Register, is not even viewed as a distinctive term by consumers.

III. Conclusion

Having responded to all outstanding issues, Applicant respectfully requests that the application be approved for publication. The Examining Attorney is invited to contact the undersigned with any questions.

words as to be accepted as substantially synonymous therewith." *Modern Optics, Inc. v. The Univis Lens Co.*, 110 U.S.P.Q. 293, 295 (C.C.P.A. 1956).

To: ADVANCED CAD/CAM SERVICE, INC. (ipdocket@h2law.com)
Subject: U.S. TRADEMARK APPLICATION NO. 85142388 - ENGINEERING PEOPLE - 103852.00014
Sent: 1/10/2011 4:24:38 PM
Sent As: ECOM102@USPTO.GOV

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

APPLICATION SERIAL NO. 85142388

MARK: ENGINEERING PEOPLE

85142388

CORRESPONDENT ADDRESS:

MELANIE T. FRAZIER
HOWARD & HOWARD ATTORNEYS PLLC
450 W 4TH ST
ROYAL OAK, MI 48067-2557

CLICK HERE TO RESPOND TO THIS LETTER:
<http://www.uspto.gov/teas/eTEASpageD.htm>

APPLICANT: ADVANCED CAD/CAM
SERVICE, INC.

**CORRESPONDENT'S REFERENCE/DOCKET
NO:**

103852.00014

CORRESPONDENT E-MAIL ADDRESS:

ipdocket@h2law.com

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: 1/10/2011

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant

must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Search Results Under Trademark Act §2(d)

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d).

Refusal Under Trademark Act §2(e)(1): Primarily Merely Descriptive

Registration is refused because the applied-for mark merely describes a feature of applicant's services. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); *see* TMEP §§1209.01(b), 1209.03 *et seq.*

A mark is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the specified goods and/or services. TMEP §1209.01(b); *see In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPQ2d 1009, 1010 (Fed. Cir. 1987).

In this case, applicant's proposed mark is ENGINEERING PEOPLE for providing engineering employment information in Class 35 and for providing engineering services in Class 42.

The word ENGINEERING in the mark, in the context of the services, identifies a profession, namely, engineering; this is clear from applicant's recitation of services as well as from its websites, screenshot images of which are attached.

The word PEOPLE in the mark is an informal word referring to men and women involved in a particular type of work. See the attached dictionary definitions.

When viewed as a phrase, the mark ENGINEERING PEOPLE refers to men and women who are engineering professionals, whether by education, by experience, or both. The attached evidence culled from Lexis/Nexis was obtained from a search of newspaper articles using the phrase "engineering people"; as the results show, the phrase is widely used and understood simply to refer to people who are professionals in that field.

In commerce, consumers are accustomed to encountering the word PEOPLE in conjunction with descriptive and/or generic wording for the subject matter of a business's services and understanding that the wording simply identifies the business as comprising professionals in that field. See the attached third-party registrations for some examples.

Taken in the context of applicant's services, the mark ENGINEERING PEOPLE therefore refers to the subject matter of applicant's Class 35 employment-information services, as they are directed to people seeking employment in the field of engineering. In addition, the mark ENGINEERING PEOPLE refers to a feature of the recited engineering services, namely, the actual performers of the services. Overall, the phrase ENGINEERING PEOPLE therefore directly describes all of applicant's services.

Registration must therefore be refused under Trademark Act §2(e)(1).

Although applicant's mark has been refused registration, applicant may respond to the refusal by submitting evidence and arguments in support of registration.

Advisory: Overcoming a Descriptiveness Refusal

In some cases, a mark refused registration on the Principal Register on the basis of mere descriptiveness may still be registrable on the Principal Register. However, a mark in an application under Trademark Act §1(b) is not eligible for registration on the Supplemental Register until an acceptable amendment to allege use under 37 C.F.R. §2.76 has been filed. 37 C.F.R. §§2.47(d), 2.75(b); TMEP §§815.02, 1102.03. When a Section 1(b) application is successfully amended to the Supplemental Register, the effective filing date of the application will be the date on which applicant met the minimum filing requirements of 37 C.F.R. §2.76(e) for the amendment to allege use. 37 C.F.R. §2.75(b); TMEP §§816.02, 1102.03.

Applicant is advised that, if an acceptable allegation of use and an amendment to the Supplemental Register are filed, applicant must disclaim "ENGINEERING" in International Class 42 because such wording appears to be generic in the context of applicant's services in that class. See 15 U.S.C. §1056(a); *In re Wella Corp.*, 565 F.2d 143, 196 USPQ 7 (C.C.P.A. 1977); *In re Creative Goldsmiths of Wash., Inc.*, 229 USPQ 766 (TTAB 1986); TMEP §1213.03(b).

The following is the accepted format for a disclaimer:

No claim is made to the exclusive right to use "ENGINEERING" for services in Class 42 apart from the mark as shown.

TMEP §1213.08(a)(i).

Questions

If applicant has questions about the application or this Office action, please telephone the assigned trademark examining attorney at the telephone number below.

/Rebecca Miles Eisinger/
Trademark Examining Attorney
Law Office 102
(571) 272-8845

TO RESPOND TO THIS LETTER: Use the Trademark Electronic Application System (TEAS) response form at <http://teasroa.uspto.gov/roa/>. 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.

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>.



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Technical Staffing

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Certified under U.S. Small Business Administration Guidelines

2000 Governor's Minority Business Person of the Year
Awarded to Jim Montelongo (President) by the Governor of Illinois at the first Minority Business Summit

1999 Outstanding Small Business of the Year
Awarded by Peoria Area Chamber of Commerce

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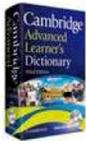
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Definition

people plural noun UK US /'pi:pl/

- men, women and children
Many people never take any exercise.
We've invited thirty people to our party.
- used to refer to persons in general or everyone, or informally to the group of people that you are speaking to
People will think you've gone mad.
People like to be made to feel important.
Now that we've discussed our problems, are people happy with the decisions taken?
- men and women who are involved in a particular type of work
We'll have to get the people from the tax office to look at these accounts.
Most of her friends are media people.

the people

the large number of ordinary men and women who do not have positions of power in society

She claims to be the voice of the people.
The President has lost the support of the people.
the people's Princess

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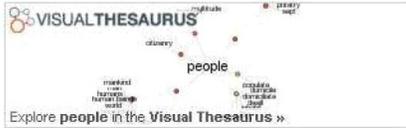
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sb's people

INFORMAL the people someone is related to
Her people come from Scotland originally.

(Definition of people plural noun from the Cambridge Advanced Learner's Dictionary)



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- penthouse noun
- Pentium noun
- penultimate adjective
- penury noun
- peony noun
- people plural noun**
- people noun
- people carrier noun
- people sth/somewhere by/with sb
- People who live in glass houses shouldn't throw stones.
- pep noun

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peo·ple (pē'pəl)

noun *pl.* [peoples](#) -ples

- all the persons of a racial, national, religious, or linguistic group; nation, race, etc.: *the peoples of the world*
 - a group of persons with common traditional, historical, or cultural ties, as distinct from racial or political unity: *the Jewish people*
- ARCHAIC a group of creatures: *the ant people*
Origin: ME *peple* < Anglo-Fr *poeppe*, *people* < OFr *paple* < L *populus*; nation, crowd < ?

plural noun

- [person](#) (sense)
- the persons belonging to a certain place, community, or class: *the people of Iowa*, *people of wealth*
- the members of a group under the leadership, influence, or control of a particular person or body, as members of a group of servants, royal subjects, etc.
- the members of (someone's) class, occupation, set, race, tribe, etc.: *the miner spoke for his people*
- one's relatives or ancestors; family
- persons without wealth, influence, privilege, or distinction; members of the populace
- the citizens or electorate of a state

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7. the citizens or electorate of a state
8. persons considered indefinitely: *people are funny*
9. human beings, as distinct from other animals

transitive verb **peopled** --pled, **peopling** --pling

to fill with or as with people; populate; stock

Origin: Fr *peupler* < the n.

Webster's New World College Dictionary. Copyright © 2010 by Wiley Publishing, Inc., Cleveland, Ohio. Used by arrangement with John Wiley & Sons, Inc.

peo·ple (pē'pəl)

noun *pl.* **people** **people**

1. Humans considered as a group or in indefinite numbers: *People were dancing in the street. I met all sorts of people.*
2. A body of persons living in the same country under one national government; a nationality.
3. *pl.* **peoples** **peo·ples** A body of persons sharing a common religion, culture, language, or inherited condition of life.
4. Persons with regard to their residence, class, profession, or group: *city people.*
5. The mass of ordinary persons; the populace. Used with *the*: "*those who fear and distrust the people, and wish to draw all powers from them into the hands of the higher classes*" (Thomas Jefferson).
6. The citizens of a political unit, such as a nation or state; the electorate. Used with *the*.
7. Persons subordinate to or loyal to a ruler, superior, or employer: *The queen showed great compassion for her people.*
8. Family, relatives, or ancestors.
9. *Informal* Animals or other beings distinct from humans: *Rabbits and squirrels are the furry little people of the woods.*

transitive verb **peopled** **peo·pled**, **peopling** **peo·pling**, **peoples** **peo·ples**

To furnish with or as if with people; populate.

Origin: Middle English *peple*, from Old French *pueple*, from Latin *populus*, of Etruscan origin.

Related Forms:

- **peo'pler** *noun*

Usage Note: As a term meaning "a body of persons sharing a culture," *people* is a singular noun, as in *As a people the Pueblo were noteworthy for their peacefulness*. Its plural is *peoples*: *the many and varied peoples of West Africa*. But when used to mean "humans," *people* is plural and has no corresponding singular form. English is not unique in this respect; Spanish, Italian, Russian, and many other languages have a

plural word meaning "people" that has no singular. Some grammarians have insisted that *people* is a collective noun that should not be used as a substitute for *persons* when referring to a specific number of individuals. By this thinking, it is correct to say *Six persons were arrested*, not *Six people were arrested*. But *people* has always been used in such contexts, and almost no one makes the distinction anymore. *Persons* is still preferred in legal contexts, however, as in *Vehicles containing fewer than three persons may not use the left lane during rush hours*. Only the singular *person* is used in compounds involving a specific numeral: *a six-person car*; *a two-person show*. But *people* is used in other compounds: *people mover*; *people power*. These examples are exceptions to the general rule that plural nouns cannot be used in such compounds; note that we do not say *teethpaste* or *books-burning*. See Usage Note at [man](#).

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PeopBk	» people
PEOPC	people (synonyms)
PeopChe	PEOPLE (abbreviation)
PeopCT	people (computer)
PeopEn	people (idioms)
PEOPET	people mover
PeopFin	PEOPLE PAC
PeopFst	People who live in glass houses shouldn't throw stones
PeopHld	people who live in glass houses shouldn't throw stones (idioms)
PeopHrt	people-intensive

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108B8C

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Search Terms: "engineering people"

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3 of 957 DOCUMENTS

Copyright 2010 San Jose Mercury News
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San Jose Mercury News (California)

October 15, 2010 Friday

SECTION: BREAKING; Technology; News; Business; High-Tech; Science and Tech

LENGTH: 1109 words

HEADLINE: Mercury News interview: Charles Liang, founder, Super Micro Computer

BYLINE: By Brandon Bailey bbailey@mercurynews.com

BODY:

...supplies, but the answer was a bit disappointing. (Supernano's suppliers didn't think there was enough demand to justify making more efficient components.) So we started designing our own.

Today we have 60 or 70 dedicated **engineering people** who focus on power supply systems. The emphasis has grown tremendously in the past three or four years.

Contact Brandon Bailey at 408-920-5022; follow him at Twitter.com/ ...

5 of 957 DOCUMENTS

Copyright 2010 The Buffalo News
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Buffalo News (New York)

August 7, 2010 Saturday
FINAL EDITION

SECTION: SPORTS; Pg. B1

LENGTH: 869 words

HEADLINE: Waldron in racing limelight

BYLINE: By Larry Ott - SPECIAL TO THE NEWS

DATELINE: WATKINS GLEN

BODY:

...It was great at Pocono. We didn't have a real good car all weekend. The two tire stops really helped us there at the end, and the driver dug down deep.

"Everybody has been working really, really hard. From the **engineering people** to all the guys who work on the car. Certainly the motor shop is working hard because Ford has a new engine and Ford has been pouring a lot of resources into it. It's not just money ...

9 of 957 DOCUMENTS

Copyright 2010 Charleston Newspapers
Charleston Daily Mail (West Virginia)

June 17, 2010, Thursday

SECTION: SPORTS; Pg. P5B

LENGTH: 624 words

HEADLINE: NASCAR;
Penske Racing, Dodge working well as factory team

BYLINE: Reid Spencer, THE SPORTING NEWS

BODY:

...likes is that the data is proprietary and free-flowing between the manufacturer and the team. On the engine side, the race team and the carmaker collaborate on the design.

"We design the head and the block, and all that's done in conjunction with Dodge and the engineering people," Penske said. "We actually make the designs, and we take them to NASCAR for approval, so they're very key on the basic engine components-pistons, rods, thing like that. We'll continue to re-engineer to get ...

11 of 957 DOCUMENTS

Copyright 2010 Lansing State Journal (Michigan)
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Lansing State Journal (Michigan)

May 10, 2010 Monday

SECTION: NEWS

LENGTH: 1227 words

HEADLINE: Michigan's Dart Container Corp. hits 50 years

BYLINE: By, Barbara Wieland

BODY:

...industry that became increasingly wary of using foam products.

"From 1987 to 1992 or 1993 was a tough time," Lammers said.

Dart responded by developing a plastic foam recycling program.

"We had many of our engineering people, as well as the Darts themselves, collaborating on creating a systemized method that we could offer to our customers," MacKenzie said. "The systematic approach we created has continued to evolve and is still being used, now almost 20 years ...

FACTORY'S REACH FAR GREATER THAN THE ASSEMBLY LINE Evansville Courier & Press (Indiana) April 25, 2010 Sunday

13 of 957 DOCUMENTS

Copyright 2010 The Evansville Courier Co.
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Evansville Courier & Press (Indiana)

April 25, 2010 Sunday

SECTION: METRO; Pg. A1

LENGTH: 1632 words

HEADLINE: FACTORY'S REACH FAR GREATER THAN THE ASSEMBLY LINE

BYLINE: Susan Orr n staff writer n (812) 461-0783 n orrs@courierpress.com SR WHIRLPOOL SR THE LAST REFRIGERATOR SR THIRD OF A FOUR-PART SERIES

BODY:

...Chancellor said while Whirlpool is "our biggest customer, we're also pretty heavily into automobiles and other appliances."

He said he's relieved Whirlpool is keeping its product design center in Evansville: "We've had a close relationship with their **engineering people** there, working with them" on designing new parts.

He noted rumors have swirled for years that Whirlpool would leave Evansville, "so a lot of suppliers over a long period of time tried to diversify" and not be as ...

25 of 957 DOCUMENTS

Copyright 2009 The Columbian Publishing Co.
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The Columbian (Vancouver, Washington)

December 19, 2009 Saturday

SECTION: OPINION; Pg. C6

LENGTH: 1076 words

HEADLINE: Our readers' views

BODY:

...

...

I have suggested to reporters that they investigate this issue further, but all that seems to happen is more stories (Dec. 6 "Too close for comfort: Police in Vancouver have a new weapon in fight against tailgating," and editorials, Dec. 14 "Back Off! Tailgaters, beware") about following too close with no reference to freeway design. Someone needs to get the law enforcement and highway **engineering people** together in the same room and let them pound out an agreement of what the proper maximum freeway design traffic volumes and minimum safe follow-

Our readers' views The Columbian (Vancouver, Washington) December 19, 2009 Saturday

ing intervals really are. If both very different definitions are embodied in state law or regulations, then maybe the Legislature needs to enact a reconciliation of the two.

...

27 of 957 DOCUMENTS

Copyright 2009 San Antonio Express-News
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San Antonio Express-News

November 23, 2009 Monday
STATE&METRO Edition

SECTION: METRO AND STATE NEWS; Pg. 11A

LENGTH: 491 words

HEADLINE: Robots strut their stuff in contest

BYLINE: Jennifer R. Lloyd, STAFF

BODY:

...facility.

These technology-oriented career goals are exactly the type of motivation Schuetze wanted to inspire.

"You look at, like, Rackspace, you look at USAA and all the call centers where we need IT people. We need **engineering people**," he said. "So the business community and higher education need to be providing these things and encouraging kids to go down this road."

28 of 957 DOCUMENTS

Copyright 2009 St. Louis Post-Dispatch, Inc.
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St. Louis Post-Dispatch (Missouri)

November 19, 2009 Thursday
THIRD EDITION

SECTION: NEWS; Pg. A1

LENGTH: 519 words

HEADLINE: Alton-area levee flaw needs 'urgent' repair Failure during flood would threaten thousands of buildings.

BYLINE: BY TERRY HILLIG o thillig@post-dispatch.com > 618-624-2526

DATELINE: 0

BODY:

Alton-area levee flaw needs 'urgent' repair Failure during flood would threaten thousands of buildings. St. Louis Post-Dispatch (Missouri) November 19, 2009 Thursday

...how much material has already been displaced, since the area was not routinely monitored.

"There is a possibility it has been moving material for a long time," he said. "We just don't know. The belief among our **engineering people** is that we need to address it as quickly as possible."

He said two remedies are being considered, both very expensive.

One is a "cutoff wall," a 6,500-foot poured concrete wall resting on bedrock and ...

37 of 957 DOCUMENTS

Copyright 2009 Rochester Democrat and Chronicle
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Rochester Democrat and Chronicle (New York)

July 6, 2009 Monday

SECTION: SPORTS

LENGTH: 641 words

HEADLINE: Wilson can't be caught at Glen

BYLINE: James Johnson

BODY:

...said an increased financial commitment began to pay off in the season-opener, where Wilson finished third on the streets of St. Petersburg, Fla.

"Justin became available, some high-quality **engineering people** became available," Coyne said. "I talked to my wife, and it was the financial climate to do it."

Wilson's start at the Glen was Coyne's 558th entrant as an owner, including races in which he fielded ...

39 of 957 DOCUMENTS

Copyright 2009 Albuquerque Journal
Albuquerque Journal (New Mexico)

June 7, 2009 Sunday

SECTION: CAREERS; Pg. H1

LENGTH: 782 words

HEADLINE: HELP WANTED;
Positions at soon-to-reopen Hotel Andaluz run gamut from food service through management.

BYLINE: Michael Hartranft Journal Staff Writer

BODY:

HELP WANTED; Positions at soon-to-reopen Hotel Andaluz run gamut from food service through management.
Albuquerque Journal (New Mexico) June 7, 2009 Sunday

...associated with the service of food and beverages," she said. "We'll certainly need a full contingent of room attendants and public space attendants to keep our hotel sparkling clean and beautiful, and we're looking for some **engineering people** to do preventive maintenance and day-to-day maintenance items that come up."

Adding in phone operators, guest service attendants and banquet servers - "typically any position that would be needed in a hotel will ...

41 of 957 DOCUMENTS

Copyright 2009 Fort Worth Star-Telegram
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Star-Telegram

Found on DFW.com
Fort Worth Star-Telegram (Texas)

May 8, 2009 Friday

SECTION: C; Pg. 5

LENGTH: 758 words

HEADLINE: Educated for energy: energy-specific college programs

BYLINE: Rhonda Aghamalian, Special to the Star-Telegram

BODY:

...currently developing an executive education program for oil and gas professionals.

"It [won't be] restricted to any one discipline," said Jennings. "We're not just looking for petroleum **engineering people** or economics people. We're looking to get all of them so we can cross all silos and train people in mid-management positions to be leaders of their organizations in the future."

UNT is also home to the Professional Development ...

42 of 957 DOCUMENTS

Copyright 2009 Charleston Newspapers
Charleston Daily Mail (West Virginia)

May 6, 2009, Wednesday

SECTION: NEWS; Pg P1C

LENGTH: 317 words

HEADLINE: From water works to homework;
Executive back to school to sharpen his business skills

BYLINE: GEORGE HOHMANN, DAILY MAIL BUSINESS EDITOR

BODY:

From water works to homework; Executive back to school to sharpen his business skills Charleston Daily Mail (West Virginia) May 6, 2009, Wednesday

...water plants, Wayne Morgan's engineering degree from West Virginia University served him well. But as president of West Virginia American Water, "I found myself in more conversations with financial people than **engineering people**," he said. "I realized I needed more financial tools."

And so Morgan enrolled in University of Charleston's executive Master in Business Administration, or EMBA, program.

50 of 957 DOCUMENTS

Copyright 2009 Landmark Communications, Inc.
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The Virginian-Pilot(Norfolk, V.A.)

February 22, 2009 Sunday
The Virginian-Pilot Edition

SECTION: BUSINESS; Pg. D1

LENGTH: 2097 words

HEADLINE:

BODY:

...some decent product experience.

With Alan Mulally, we get a manufacturer. He comes from that background. It's a well-known fable about him now: One of his first meetings with all the plant managers and some of the **engineering people**, he gathered them all together and asked why on Earth among the Ford vehicle lines there were nine different sizes of the bar that just holds your hood up when you're changing the oil. Why do you need nine different ...

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THE BUSINESS JOURNAL
SERVING THE GREATER TRIAD AREA

The Business Journal (Greensboro/Winston Salem North Carolina)

February 18, 2009 Wednesday

LENGTH: 230 words

HEADLINE: ASCO to add 328 jobs in Davidson

BODY:

...industry, he said, but the recession has likely halted or reversed that progress.

"This is a big boost," Google said. "These are both white collar and blue collar jobs, so there will be a benefit to a lot of our **engineering people** who have lost jobs."

ASCO to add 328 jobs in Davidson The Business Journal (Greensboro/Winston Salem North Carolina) February 18, 2009 Wednesday

Google said ASCO will add up to 100,000 square feet to its existing facility in Welcome, with construction set to begin in 60 to 90 days.

ASCO already ...

55 of 957 DOCUMENTS

Copyright 2009 MediaNews Group, Inc. and Los Angeles Newspaper Group, Inc.
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San Gabriel Valley Tribune (California)

February 9, 2009 Monday

SECTION: LOCAL; Business

LENGTH: 513 words

HEADLINE: AeroVironment to hold job fair

BYLINE: By Kevin Smith, Staff Writer

BODY:

AeroVironment (www.avinc.com) is seeking 25 to 30 employees for its Efficient Energy Systems division. Companywide, the business is seeking more than 100 workers.

"We're looking for talented **engineering people**, not only for what we're doing today, but for what we'll be doing in the future," said Steve Gitlin, the company's director of marketing strategy.

"Our efficient energy segment is focused on clean ...

56 of 957 DOCUMENTS

Copyright 2009 The Tribune Co. Publishes The Tampa Tribune
Tampa Tribune (Florida)

January 30, 2009 Friday
FINAL EDITION

SECTION: SPECIAL SPORTS; Pg. 2

LENGTH: 1019 words

HEADLINE: Inside The NBC Telecast

BYLINE: TONY FABRIZIO

BODY:

...fees the network is paying to also get "Sunday Night Football" through 2011 and the 2012 Super Bowl.

NBC's first Super Bowl since 1998 is a massive undertaking requiring some 450 production and **engineering people**, 45 trailers and trucks and 50 miles of fiber optic cable left over from the Beijing Olympics.

59 of 957 DOCUMENTS

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The Honolulu Advertiser (Hawaii)

December 5, 2008 Friday

SECTION: BUSINESS; Pg. 1C

LENGTH: 496 words

HEADLINE: Hawaiian Dredging drops 70 workers

BYLINE: ROBBIE DINGEMAN

BODY:

...construction industry, we reduced salaried and hourly staff as we do see there being less construction work for us," Wilson said.

He said most affected employees are union workers, although some professional, managerial and **engineering people** also were let go.

Wilson traced most of the job losses to two projects. He said the Country Club Village 6 project in Salt Lake - a residential high-rise near Moanalua High ...

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Word Mark
THE LOCK PEOPLE

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Registration Number
2102397

Date Registered
1997/09/30

Type of Mark
SERVICE MARK

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SUPPLEMENTAL

Mark Drawing Code
(1) TYPED DRAWING

Owner
HODGE PRODUCTS, INC. CORPORATION CALIFORNIA P.O. BOX 1326 El Cajon
CALIFORNIA 92022

Goods/Services
Class Status -- ACTIVE. IC 042. US 100 101. G & S: retail store
and distributorship and custom design services in the field of
security products and accessories therefor used in commercial and
educational environments. First Use: 1994/02/07. First Use In
Commerce: 1994/02/07.

Filing Date
1996/02/22

Amended Register Date
1997/07/14

Examining Attorney
SAPPENFIELD, ANN E.

Attorney of Record
KATHLEEN A. PASULKA

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75719977

DESIGN MARK

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75719977

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SECTION 8-ACCEPTED

Word Mark

THE SHRIMP PEOPLE

Standard Character Mark

No

Registration Number

2411535

Date Registered

2000/12/05

Type of Mark

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Mark Drawing Code

(1) TYPED DRAWING

Owner

Darik Enterprises Inc. CORPORATION NEW YORK 71-15 51st Street Avenue
Woodside NEW YORK 11377

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Seafood
distributorship services. First Use: 2000/02/14. First Use In
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Examining Attorney

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75719977

Attorney of Record

B Parker Livingston Jr

THE SHRIMP PEOPLE

Print: Jan 10, 2011

75846334

DESIGN MARK

Serial Number
75846334

Status
SECTION 8-ACCEPTED

Word Mark
FLOWER PEOPLE

Standard Character Mark
No

Registration Number
2543622

Date Registered
2002/02/26

Type of Mark
SERVICE MARK

Register
SUPPLEMENTAL

Mark Drawing Code
(1) TYPED DRAWING

Owner
THREE BLUE MONKEYS, INC. CORPORATION MINNESOTA 1738 GRAND AVENUE SAINT
PAUL MINNESOTA 55105

Goods/Services
Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: retail
store, mail order, telephone order, telegraph order, on-line order and
distributorship services featuring fresh flowers, cut flower
arrangements, and artificial flowers, blooming and green plants, and
balloons, gifts, and other novelty items. First Use: 1999/08/15.
First Use In Commerce: 1999/08/15.

Filing Date
1999/11/11

Amended Register Date
2001/01/29

Examining Attorney
BORSUK, ESTHER A.

Attorney of Record

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75846334

ANTHONY G EGGINK

FLOWER PEOPLE

Print: Jan 10, 2011

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SECTION 8-ACCEPTED

Word Mark

THE CARPET AND RUG PEOPLE

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No

Registration Number

2739293

Date Registered

2003/07/15

Type of Mark

SERVICE MARK

Register

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Mark Drawing Code

(1) TYPED DRAWING

Owner

ACS AYOUNB CARPET SERVICE CORPORATION VIRGINIA 3856 DULLES SOUTH COURT
CHANTILLY VIRGINIA 20151

Goods/Services

Class Status -- ACTIVE. IC 037. US 100 103 106. G & S: Carpet and
rug cleaning services. First Use: 2002/01/02. First Use In Commerce:
2002/01/02.

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Retail
carpeting and rug stores. First Use: 2002/01/02. First Use In
Commerce: 2002/01/02.

Filing Date

2002/05/16

Amended Register Date

2003/03/24

Examining Attorney

ALI, STEPHANIE

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76410844

Attorney of Record
Robert J. Kenney

THE CARPET AND RUG PEOPLE

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Yes

Registration Number
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Date Registered
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Type of Mark
SERVICE MARK

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Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
Real Estate People LLC LIMITED LIABILITY CORPORATION OREGON 15685 SW
116 Ave #130 Portland OREGON 972242651

Goods/Services
Class Status -- ACTIVE. IC 036. US 100 101 102. G & S: Real Estate
Brokerage Services, namely in the form of assisting home owners sell
their homes. First Use: 2002/08/10. First Use In Commerce:
2002/08/10.

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Filing Date
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Examining Attorney
CARROLL, DORITT L.

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Attorney of Record
Bradley Sniderman

REAL ESTATE PEOPLE

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77533800

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Serial Number
77533800

Status
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Word Mark
THE RV INSURANCE PEOPLE

Standard Character Mark
Yes

Registration Number
3735424

Date Registered
2010/01/05

Type of Mark
SERVICE MARK

Register
SUPPLEMENTAL

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
RIS Holdings LLC LIMITED LIABILITY COMPANY OHIO 231 Springside Drive,
Suite 150 Akron OHIO 44333

Goods/Services
Class Status -- ACTIVE. IC 036. US 100 101 102. G & S: Insurance
services, namely, providing insurance for recreational vehicles.
First Use: 2008/12/01. First Use In Commerce: 2008/12/01.

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Filing Date
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Attorney of Record
Sharon L. Toerek

THE RV INSURANCE PEOPLE

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77897152

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Serial Number
77897152

Status
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Word Mark
NONPROFIT PEOPLE

Standard Character Mark
Yes

Registration Number
3815949

Date Registered
2010/07/06

Type of Mark
SERVICE MARK

Register
SUPPLEMENTAL

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
Affinity Labs Inc. CORPORATION DELAWARE 799 Market Street, Suite 500
San Francisco CALIFORNIA 94103

Goods/Services
Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Providing information on job opportunities and careers to persons working for and seeking to work for non-profit companies and charitable organizations; providing news and information concerning business activities of non-profit and charitable organizations; providing news and information on business management of, and personnel management in, non-profit and charitable organizations; providing news and information on promoting public awareness of non-profit and charitable organizations. First Use: 2009/12/16. First Use In Commerce: 2009/12/16.

Goods/Services
Class Status -- ACTIVE. IC 045. US 100 101. G & S: On-line social networking services. First Use: 2009/12/16. First Use In Commerce: 2009/12/16.

Filing Date

Print: Jan 10, 2011

77897152

2009/12/18

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POLZER, NATALIE

Attorney of Record
Andrew Baum

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78119485

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Serial Number
78119485

Status
SECTION 8-ACCEPTED

Word Mark
THE PERENNIAL PEOPLE

Standard Character Mark
No

Registration Number
2664896

Date Registered
2002/12/17

Type of Mark
SERVICE MARK

Register
SUPPLEMENTAL

Mark Drawing Code
(1) TYPED DRAWING

Owner
Longwood Country Garden Centers, Inc. CORPORATION NORTH CAROLINA 4400
Styers Ferry Road Winston-Salem NORTH CAROLINA 27104

Goods/Services
Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Retail
store services featuring flowers, plants and home and garden products
and accessories. First Use: 2002/03/27. First Use In Commerce:
2002/03/27.

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Filing Date
2002/04/04

Amended Register Date
2002/09/30

Examining Attorney
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Attorney of Record

M. Christopher Bolen

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Serial Number
78487736

Status
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Word Mark
THE REVERSE MORTGAGE PEOPLE

Standard Character Mark
Yes

Registration Number
3069535

Date Registered
2006/03/14

Type of Mark
SERVICE MARK

Register
SUPPLEMENTAL

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
American Senior Funding Corporation CORPORATION CALIFORNIA 7373
University Ave., Ste. 208 La Mesa CALIFORNIA 91942

Goods/Services
Class Status -- ACTIVE. IC 036. US 100 101 102. G & S: Mortgage
Loan Origination and Servicing. First Use: 2004/09/01. First Use In
Commerce: 2004/09/01.

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Examining Attorney
WOOD, CAROLINE

THE REVERSE MORTGAGE PEOPLE

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Serial Number
78754514

Status
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Word Mark
THE PHOTO ART PEOPLE

Standard Character Mark
Yes

Registration Number
3214286

Date Registered
2007/02/27

Type of Mark
SERVICE MARK

Register
SUPPLEMENTAL

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
photo art people, llc, the LIMITED LIABILITY COMPANY NEVADA 11752 mira
lago way san diego CALIFORNIA 92131

Goods/Services
Class Status -- ACTIVE. IC 040. US 100 103 106. G & S: Creation of
custom portraits and paintings based on photographs, snapshots or
images provided by the customer; Photographic printing. First Use:
2006/05/15. First Use In Commerce: 2006/05/15.

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MALIK, ATTIYA

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Attorney of Record
mark wisnosky

the photo art people

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85059873

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85059873

Status
REGISTERED

Word Mark
THE COST REPORT PEOPLE

Standard Character Mark
Yes

Registration Number
3898262

Date Registered
2010/12/28

Type of Mark
SERVICE MARK

Register
SUPPLEMENTAL

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
Boyd & Nicholas, Inc. CORPORATION CALIFORNIA 50 Professional Center
Drive, Suite 200 Rohnert Park CALIFORNIA 94928

Goods/Services
Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Accounting
services; Business information and accounting advisory services;
Consulting and information concerning accounting; Consulting services
in the cost and payment management of health care; Health care cost
review; Outsourcing in the field of financial planning and
implementation in the field of health care. First Use: 2006/10/18.
First Use In Commerce: 2006/10/18.

Goods/Services
Class Status -- ACTIVE. IC 036. US 100 101 102. G & S: Financial
advice and consultancy services; Financial consultancy services in the
area of healthcare; Financial due diligence. First Use: 2006/10/18.
First Use In Commerce: 2006/10/18.

Filing Date
2010/06/10

Print: Jan 10, 2011

85059873

Amended Register Date
2010/11/23

Examining Attorney
LEE, DEBRA

Attorney of Record
Michael K. Bosworth

The Cost Report People

To: ADVANCED CAD/CAM SERVICE, INC. (ipdocket@h2law.com)
Subject: U.S. TRADEMARK APPLICATION NO. 85142388 - ENGINEERING PEOPLE - 103852.00014
Sent: 1/10/2011 4:24:40 PM
Sent As: ECOM102@USPTO.GOV
Attachments:

**IMPORTANT NOTICE REGARDING YOUR
U.S. TRADEMARK APPLICATION**

**USPTO OFFICE ACTION HAS ISSUED ON 1/10/2011 FOR
SERIAL NO. 85142388**

Please follow the instructions below to continue the prosecution of your application:

TO READ OFFICE ACTION: Click on this [link](#) or go to <http://portal.uspto.gov/external/portal/tow> and enter the application serial number to [access](#) the Office action.

PLEASE NOTE: The Office action may not be immediately available but will be viewable within 24 hours of this e-mail notification.

RESPONSE IS REQUIRED: You should carefully review the Office action to determine (1) how to respond; and (2) the applicable [response time period](#). Your response deadline will be calculated from **1/10/2011** (or sooner if specified in the office action).

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, the USPTO recommends that you respond online using the Trademark Electronic Application System [Response Form](#).

HELP: For *technical* assistance in accessing the Office action, please e-mail TDR@uspto.gov. Please contact the assigned examining attorney with questions about the Office action.

WARNING

Failure to file the required response by the applicable deadline will result in the [ABANDONMENT](#) of your application.

Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85142388
LAW OFFICE ASSIGNED	LAW OFFICE 102
MARK SECTION (no change)	
ADDITIONAL STATEMENTS SECTION	
SUPPLEMENTAL REGISTER	The applicant seeks registration of the mark on the Supplemental Register (i.e., a change of the words 'Principal Register' to 'Supplemental Register'). NOTE: The applicant has separately filed an Allegation of Use, to change the basis of this application from Section 1(b), intent-to-use, to Section 1(a), use in commerce.
DISCLAIMER	No claim is made to the exclusive right to use ENGINEERING apart from the mark as shown.
SIGNATURE SECTION	
DECLARATION SIGNATURE	/Melanie T. Frazier/
SIGNATORY'S NAME	Melanie T. Frazier
SIGNATORY'S POSITION	Attorney of Record, MI bar member
DATE SIGNED	01/18/2011
RESPONSE SIGNATURE	/Melanie T. Frazier/
SIGNATORY'S NAME	Melanie T. Frazier
SIGNATORY'S POSITION	Attorney of Record, MI bar member
DATE SIGNED	01/18/2011
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Tue Jan 18 16:53:28 EST 2011
TEAS STAMP	USPTO/ROA-74.204.99.146-2 0110118165328062468-85142 388-470892e5d2cdaaf60bd9d

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **85142388** has been amended as follows:

ADDITIONAL STATEMENTS

Supplemental Register

The applicant seeks registration of the mark on the Supplemental Register (i.e., a change of the words 'Principal Register' to 'Supplemental Register'). NOTE: The applicant has separately filed an Allegation of Use, to change the basis of this application from Section 1(b), intent-to-use, to Section 1(a), use in commerce.

Disclaimer

No claim is made to the exclusive right to use ENGINEERING apart from the mark as shown.

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: /Melanie T. Frazier/ Date: 01/18/2011
Signatory's Name: Melanie T. Frazier
Signatory's Position: Attorney of Record, MI bar member

Response Signature

Signature: /Melanie T. Frazier/ Date: 01/18/2011
Signatory's Name: Melanie T. Frazier
Signatory's Position: Attorney of Record, MI bar member

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.

Serial Number: 85142388
Internet Transmission Date: Tue Jan 18 16:53:28 EST 2011
TEAS Stamp: USPTO/ROA-74.204.99.146-2011011816532806
2468-85142388-470892e5d2cdaaf60bd9d5b2bc
2249620e9-N/A-N/A-20110118165141924098

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77/778164

MARK: ENGINEERINGPEOPLE

77778164

CORRESPONDENT ADDRESS:

MELANIE T. FRAZIER
HOWARD AND HOWARD ATTORNEYS
PLLC
450 W 4TH ST
ROYAL OAK MI 48067-2557

RESPOND TO THIS ACTION:

<http://www.uspto.gov/teas/eTEASpageD.htm>

GENERAL TRADEMARK INFORMATION:

<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: ADVANCED CAD/CAM
SERVICE, INC.

CORRESPONDENT'S REFERENCE/DOCKET

NO:

103852-00011

CORRESPONDENT E-MAIL ADDRESS:

OFFICE ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE:

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Section 2(e)(1) - Descriptive Refusal

Registration is refused because the applied-for mark merely describes a user of applicant's services in International Class 35, and a provider of applicant's services in International Class 42. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); *see* TMEP §§1209.01(b), 1209.03 *et seq.*

A mark is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the specified goods and/or services. TMEP §1209.01(b); *see In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPQ2d 1009, 1010 (Fed. Cir. 1987). Moreover, a mark that identifies a group of users to whom an applicant directs its goods and/or services is also merely descriptive. TMEP §1209.03(i); *see In re Planalytics, Inc.*, 70 USPQ2d 1453, 1454 (TTAB 2004).

Applicant's proposed mark is **ENGINEERINGPEOPLE**, and applicant identifies its services as "Providing on-line information in the field of *engineering* employment, including recruitment, careers and job listings for *engineering* positions; providing on-line job boards and postings for *engineering* positions" and "Computer-aided *engineering* services for others." Applicant's services are likely to be used and/or provided by "people," and with regard to applicant's services, they are likely to be used and/or provided by **ENGINEERINGPEOPLE**, or people involved in the engineering profession. The attached evidence from the Lexis® news database shows that "engineering people" are people who provide engineering services or are involved in engineering. See also the attached printouts from the USPTO X-Search database, showing registrations in which marks which use the term "people" either include a disclaimer, are registered on the Supplemental Register, or are registered with a claim of acquired distinctiveness under Section 2(f), showing that similar uses of the term "people" in trademarks and service marks are treated as descriptive. The proposed mark is merely descriptive of applicant's services, because it immediately conveys to prospective consumers that they are provided or used by **ENGINEERINGPEOPLE**. Accordingly, registration is refused under Section 2(e)(1).

Please note that the determination of whether a mark is merely descriptive is considered in relation to the identified goods and/or services, not in the abstract. *In re Abcor Dev. Corp.*, 588 F.2d 811, 814, 200 USPQ 215, 218 (C.C.P.A. 1978); TMEP §1209.01(b); *see, e.g., In re Polo Int'l Inc.*, 51 USPQ2d 1061 (TTAB 1999) (finding DOC in DOC-CONTROL would be understood to refer to the "documents" managed by applicant's software, not "doctor" as shown in dictionary definition); *In re Digital Research Inc.*, 4 USPQ2d 1242 (TTAB 1987) (finding CONCURRENT PC-DOS merely descriptive of "computer programs recorded on disk" where relevant trade used the denomination "concurrent" as a descriptor of a particular type of operating system). "Whether consumers could guess what the product is from consideration of the mark alone is not the test." *In re Am. Greetings Corp.*, 226 USPQ 365, 366 (TTAB 1985).

Please note also that it is enough if the term describes *only one* significant function, attribute or property. *In re Oppedahl*, 373 F.3d at 1173, 71 USPQ2d at 1371; TMEP §1209.01(b). "A mark may be merely descriptive even if it does not describe the 'full scope and extent' of the applicant's goods or services." *In re Oppedahl & Larson LLP*, 373 F.3d 1171, 1173, 71 USPQ2d 1370, 1371 (Fed. Cir. 2004) (citing *In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341, 1346, 57 USPQ2d 1807, 1812 (Fed. Cir. 2001)); TMEP §1209.01(b).

Supplemental Register

Although an amendment to the Supplemental Register would normally be an appropriate response to this refusal(s), such a response is not appropriate in the present case. The instant application was filed under Trademark Act Section 1(b) and is not eligible for registration on the Supplemental Register until an acceptable amendment to allege use meeting the requirements of 37 C.F.R. §2.76(b), (c) has been timely filed. 37 C.F.R. §2.47(d); TMEP §§816.02, 1102.03.

If applicant files an acceptable allegation of use and also amends to the Supplemental Register, the effective filing date of the application will be the date on which applicant met the minimum filing requirements of 37 C.F.R. §2.76(e) for the amendment to allege use. 37 C.F.R. §2.75(b); TMEP §§816.02, 1102.03.

Conclusion

Although the trademark examining attorney has refused registration, applicant may respond to the refusal to register by submitting evidence and arguments in support of registration.

To expedite prosecution of this application, applicant is encouraged to file its response to this Office action through the Trademark Electronic Application System (TEAS), available at <http://www.uspto.gov/teas/index.html>.

/kristindahling/
Kristin M. Dahling
Trademark Attorney, Law Office 113
U.S. Patent and Trademark Office
(571) 272-8277

RESPOND TO THIS ACTION: Applicant should file a response to this Office action online using the form at <http://www.uspto.gov/teas/eTEASpageD.htm>, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For *technical* assistance with the form, please e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

Time of Request: Friday, October 09, 2009 10:32:39 EST

Client ID/Project Name:

Number of Lines: 1197

Job Number: 2862:181840364

Research Information

Service: Terms and Connectors Search

Print Request: Selected Document(s): 6, 8, 11, 13, 15, 19, 21, 24-26, 29-31, 37, 41, 44-46, 51-53, 58-63, 65-68, 73, 77, 81, 84, 87-90, 92, 93, 96-98, 100

Source: Combined Source Set 7

Search Terms: nocaps(engineering people)

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ASAP
Copyright 2009 American Foundry Society, Inc.
Modern Casting

September 1, 2009

SECTION: Pg. 28(5) Vol. 99 No. 9 ISSN: 0026-7562

LENGTH: 2073 words

HEADLINE: P&H mines casting prospects: for P&H Mining Equipment, in-house fabrications are a necessity. But sometimes they're not the most efficient way to do the job.

BYLINE: Gibbs, Shea

BODY:

...But there's still work to be done.

"I have been pitching for a long time to get this converted into a steel casting, and now I have finally gotten it provisionally approved," he said. "Right now, I'm working with one of our top suppliers and a local pattern shop. Then, I'll meet with our **engineering people**, provide them with the costs of the metal casting, do a cost comparison with the fabrication and see if it's a winner."

The Family Tree

P&H is one of several companies that fall under the umbrella of parent company Joy Global. While P&H handles the above ground mining equipment, Joy ...

8 of 1306 DOCUMENTS

Copyright 2009 Rochester Democrat and Chronicle
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Rochester Democrat and Chronicle (New York)

July 6, 2009 Monday

SECTION: SPORTS

LENGTH: 641 words

HEADLINE: Wilson can't be caught at Glen

BYLINE: James Johnson

BODY:

...employees" that work on his team, so the group has the look of an underdog. Coyne said an increased financial commitment began to pay off in the season-opener, where Wilson finished third on the streets of St. Petersburg, Fla.

"Justin became available, some high-quality **engineering people** became available," Coyne said. "I talked to my wife, and it was the financial climate to do it."

Wilson's start at the Glen was Coyne's 558th entrant as an owner, including races in which he fielded more than one car.

Coyne, who wore a striped button-up ...

11 of 1306 DOCUMENTS

Copyright 2009 Albuquerque Journal
Albuquerque Journal (New Mexico)

June 7, 2009 Sunday

SECTION: CAREERS; Pg. H1

LENGTH: 782 words

HEADLINE: HELP WANTED;

Positions at soon-to-reopen Hotel Andaluz run gamut from food service through management.

BYLINE: Michael Hartranft Journal Staff Writer

BODY:

...everything from restaurant servers to bussers, hosts/hostesses, culinarians of every level ... everything associated with the service of food and beverages," she said. "We'll certainly need a full contingent of room attendants and public space attendants to keep our hotel sparkling clean and beautiful, and we're looking for some **engineering people** to do preventive maintenance and day-to-day maintenance items that come up."

Adding in phone operators, guest service attendants and banquet servers - "typically any position that would be needed in a hotel will need to be filled here," Mathews said - total staffing will be about 140.

Her company, she ...

13 of 1306 DOCUMENTS

Copyright 2009 Fort Worth Star-Telegram
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Fort Worth Star-Telegram (Texas)

May 8, 2009 Friday

SECTION: C; Pg. 5

LENGTH: 758 words

HEADLINE: Educated for energy: energy-specific college programs

BYLINE: Rhonda Aghamalian, Special to the Star-Telegram

BODY:

...director of the Energy Executives Institute at the University of North Texas, said that the school is currently developing an executive education program for oil and gas professionals.

"It [won't be] restricted to any one discipline," said Jennings. "We're not just looking for petroleum **engineering people** or economics people. We're looking to get all of them so we can cross all silos and train people in mid-management positions to be leaders of their organizations in the future."

UNT is also home to the Professional Development Institute, which offers petroleum accounting development programs, both on-campus and on- ...

15 of 1306 DOCUMENTS

Copyright 2009 Charleston Newspapers
Charleston Daily Mail (West Virginia)

May 6, 2009, Wednesday

SECTION: NEWS; Pg. P1C

LENGTH: 817 words

HEADLINE: From water works to homework;
Executive back to school to sharpen his business skills

BYLINE: GEORGE HOHMANN, DAILY MAIL BUSINESS EDITOR

BODY:

During his 25-plus years building and running water plants, Wayne Morgan's engineering degree from West Virginia University served him well. But as president of West Virginia American Water, "I found myself in more conversations with financial people than **engineering people**," he said. "I realized I needed more financial tools."

And so Morgan enrolled in University of Charleston's executive Master in Business Administration, or EMBA, program.

19 of 1306 DOCUMENTS

Copyright 2009 Landmark Communications, Inc.
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The Virginian-Pilot(Norfolk, VA.)

February 22, 2009 Sunday
The Virginian-Pilot Edition

SECTION: BUSINESS; Pg. D1

LENGTH: 2097 words

HEADLINE:

BODY:

...talented guy who, more than anything else, was a sales guy but had some decent product experience.

With Alan Mulally, we get a manufacturer. He comes from that background. It's a well-known fable about him now: One of his first meetings with all the plant managers and some of the **engineering people**, he gathered them all together and asked why on Earth among the Ford vehicle lines there were nine different sizes of the bar that just holds your hood up when you're changing the oil. Why do you need nine different sizes of something that literally just needs to hold the hood? Another one was, Why are the power ...

21 of 1306 DOCUMENTS

Copyright 2009 American City Business Journals, Inc.
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The Business Journal (Greensboro/Winston Salem North Carolina)

February 18, 2009 Wednesday

LENGTH: 230 words

HEADLINE: ASCO to add 328 jobs in Davidson

BODY:

...2003 as furniture and textile manufacturing fled overseas. Much of that had been replaced by new industry, he said, but the recession has likely halted or reversed that progress.

"This is a big boost," Googe said. "These are both white collar and blue collar jobs, so there will be a benefit to a lot of our **engineering people** who have lost jobs."

Googe said ASCO will add up to 100,000 square feet to its existing facility in Welcome, with construction set to begin in 60 to 90 days.

ASCO already employs about 211 people in North Carolina, including 190 already ...

24 of 1306 DOCUMENTS

Copyright 2009 MediaNews Group, Inc. and Los Angeles Newspaper Group, Inc.
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San Gabriel Valley Tribune (California)

February 9, 2009 Monday

SECTION: LOCAL; Business

LENGTH: 513 words

HEADLINE: AeroVironment to hold job fair

BYLINE: By Kevin Smith, Staff Writer

BODY:

AeroVironment (www.avinc.com) is seeking 25 to 30 employees for its Efficient Energy Systems division. Companywide, the business is seeking more than 100 workers.

"We're looking for talented **engineering people**, not only for what we're doing today, but for what we'll be doing in the future," said Steve Gitlin, the company's director of marketing strategy.

"Our efficient energy segment is focused on clean transportation and clean energy solutions. We develop and sell electric vehicle testing systems that are ...

25 of 1306 DOCUMENTS

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Copyright 2009 Vendome Group LLC
Healthcare Informatics

February 2009

SECTION: TECH TRENDS THREE; Pg. 34 Vol. 25 No. 14 ISSN: 1050-9135

LENGTH: 1751 words

HEADLINE: MEDICAL DEVICE INTEGRATION

BYLINE: Raths, David

BODY:

...approved for medical device integration, CIOs suggest focusing on specific patient safety or staff efficiency pain points.

* Organizations that make clinical engineering part of their IT team report fewer chain-of-command issues. It also helps IT people understand the clinical goals because the **engineering people** have been working closely with clinicians for years. A new organization has formed to work on collaboration between clinical engineers and IT professionals. For more information, go to www.ceitcollaboration.org.

* ECRI Institute has written a guide to handling the convergence of medical technology and hospital networks. Its " ...

26 of 1306 DOCUMENTS

Copyright 2009 The Tribune Co. Publishes The Tampa Tribune
Tampa Tribune (Florida)

January 30, 2009 Friday
FINAL EDITION

SECTION: SPECIAL SPORTS; Pg. 2

LENGTH: 1019 words

HEADLINE: Inside The NBC Telecast

BYLINE: TONY FABRIZIO

BODY:

...million, and that doesn't count \$600 million a year in rights fees the network is paying to also get "Sunday Night Football" through 2011 and the 2012 Super Bowl.

NBC's first Super Bowl since 1998 is a massive undertaking requiring some 450 production and **engineering people**, 45 trailers and trucks and 50 miles of fiber optic cable left over from the Beijing Olympics.

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Promo

January 1, 2009

SECTION: Pg. 10 ISSN: 1047-1707

LENGTH: 708 words

HEADLINE: Dr P and the Roses

BYLINE: Brian Quinton

BODY:

...fulfilled.

For one thing, Dr Pepper could have avoided the problem by more thoroughly load-testing its servers before the launch. "The big mistake that causes problems like the Dr Pepper fiasco is that marketing departments don't spend time in advance to fully vet the impact with the operations and **engineering people**," says Peter Kirwan, chief strategy officer for Web performance monitoring company WebMetrics. "Marketing needs to come up with several 'what-if' scenarios, including a large number of users."

They also need to inform their Webmasters what most of that traffic will be doing once it gets to the site. "Will they ...

30 of 1306 DOCUMENTS

Copyright 2008 The Honolulu Advertiser (Honolulu, HI)
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The Honolulu Advertiser (Hawaii)

December 5, 2008 Friday

SECTION: BUSINESS; Pg. 1C

LENGTH: 496 words

HEADLINE: Hawaiian Dredging drops 70 workers

BYLINE: ROBBIE DINGEMAN

BODY:

"Because of the slowdown in the construction industry, we reduced salaried and hourly staff as we do see there being less construction work for us," Wilson said.

He said most affected employees are union workers, although some professional, managerial and **engineering people** also were let go.

Wilson traced most of the job losses to two projects. He said the Country Club Village 6 project in Salt Lake - a residential high-rise near Moanalua High School - is wrapping up. And Wilson said the developers of the higher-end Moana Vista ...

31 of 1306 DOCUMENTS

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Pacific Business News (Honolulu)

December 5, 2008 Friday

LENGTH: 157 words

HEADLINE: Hawaiian Dredging lays off 70 workers

BODY:

The majority of the 70 employees laid off were union workers. Others, such as professional, managerial

and **engineering people**, were laid off as well.

"There are project delays, restructuring and adjustments that we've been dealing with all year," Wilson said. "We're hoping some of the work that we are working on starts early in the new year and hopefully they do transpire as expected. We are grateful for the work that we do have."

The company, which now has about 700 employees, ...

37 of 1306 DOCUMENTS

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Automotive News Europe

November 10, 2008

SECTION: Q&A; Pg. 0004

LENGTH: 313 Words

HEADLINE: Suzuki's aim: Stay No. 1 in India

BODY:

...expand our sales and service network, from 600 sites nationwide to at least 1,000 sites by 2010.

You have also announced plans to export 200,000 cars a year by 2010. How will you do that?

We have to follow the Toyota Method, which is to dry the towel by squeezing all the water out of it! Our **engineering people** are going to have to increase productivity by 20 percent, so we can manufacture 1.2 million cars. After that, if demand keeps rising, we will have to think about expansion.

What effect in India do you expect from the launch of ultra-low-cost cars such as Tata's Nano and the one planned by Renault- ...

41 of 1306 DOCUMENTS

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Industrial Distribution

November 1, 2008

SECTION: FEATURES; Pg. 32

LENGTH: 2820 words

HEADLINE: A day in the life;

We spend a day with salesperson Bill Colby of Accurate Fasteners as he visits Boston-area customers in a variety of industries

BYLINE: By Joe Nowlan, Associate Editor

BODY:

...requires a lot more from a salesperson than re-filling bins and scanning in orders, he explains. Some VMI visits can take Colby a couple of hours or more.

"When you're doing the VMI-the put-aways, the scanning, sending the orders-you're also meeting with purchasing people, **engineering people**," he explains. "Sometimes I might end up talking with six or seven engineers or production people, maybe more, before I leave here. It's time consuming, [but] it's important to them and important to us."

Colby uses a hand-held scanner that enables him to re-order what is needed. The ...

44 of 1306 DOCUMENTS

Copyright 2008 The Californian (Salinas, CA)

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The Californian (Salinas, California)

September 29, 2008 Monday

SECTION: AGMONDAY; Pg. 6

LENGTH: 893 words

HEADLINE: Garnett's life goes full circle

BYLINE: ROBERT WALCH

BODY:

...fabrication building on Gonzales River Road.

{ }Berry harvester created

Explaining how a new piece of equipment sometimes becomes a reality, Garnett said, "I'm the guy with

the field contacts. I or a customer will come up with an idea and then we'll consult with our **engineering people.**"

A case in point would be the new strawberry harvesting platform the company has created. The collaboration between the firm's staff and a Central Coast grower resulted in a machine that would decrease the labor-intensive strawberry harvesting process while streamlining the operation.

From his own experience as a youth, ...

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New Hampshire Business Review

September 26, 2008 Friday

SECTION: Pg. 3 Vol. 30 No. 21 ISSN: 0164-8152

LENGTH: 684 words

HEADLINE: Q&A: 'Idea Man' Doug Hall

BYLINE: Feingold, Jeff

BODY:

...I got a degree in chemical engineering from the University of Maine. That was the best thing I did, and if you can do it, if your brain's wired to do it, you need to do it. We need more engineers. The problem we've got right now is that we tend to get into a culture where we have a separation - the science and the **engineering people** are from Mars, the business people are from Venus.

* Q. Then you went to work at Procter & Gamble. A. I worked at P&G in manufacturing for a while, and then realized I was more into marketing. I ended up leading the P&G invention team - we shipped nine ...

46 of 1306 DOCUMENTS

Copyright 2008 The News and Observer
The News & Observer (Raleigh, North Carolina)

September 20, 2008 Saturday
Final Edition

SECTION: NEWS; Pg. B1

LENGTH: 962 words

HEADLINE: Dreams come in all sizes;
Buy an RV? In this economy? Dealers hope show inspires sales

BYLINE: Sue Stock, Staff Writer

BODY:

...corner of the massive showroom, a salesman was touting a "toy hauler" -- an RV with storage space for items such as ATVs -- with a "V-nose" front to reduce air resistance by as much as 60 percent and increase efficiency.

"People don't realize how incredibly effective the **engineering people** have been," Cathey said. "They're safer now, they're lighter now, and they get better gas mileage."

That's a big deal when you have to fill a 100-gallon gas tank on a large RV. Even tanks on smaller RVs hold 40 or 50 gallons.

Still, ...

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Copyright 2008 The Seattle Times Company
The Seattle Times

August 4, 2008 Monday
Fourth Edition

SECTION: ROP ZONE; Business; Pg. E1

LENGTH: 1083 words

HEADLINE: SanDisk at 20: Thanks for the memory

BYLINE: Scott Duke Harris, San Jose Mercury News

DATELINE: San Jose, Calif.

BODY:

...Irish and British. And it is phenomenal.

And this is part of the melting pot that makes us such a diversified company, and really makes the United States such a strong country, and such a great country.

And, really, this is what disturbs me in the way people view immigrants and H-1B visas. Some of the best talent in the world **engineering people**, technical people, scientific people come here, get a Ph.D. We invest in those people.

And then they're forced to leave. Or they go through the best universities in China, India, Israel and they want to come here, but they can't come here. The whole world is trying to get these guys to come to their places. They ...

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Overhaul & Maintenance

August 1, 2008

SECTION: Business & Operations; Pg. 49 Vol. 14 No. 8

LENGTH: 2093 words

HEADLINE: Dealing with IFE Issues

BYLINE: By Robert A. Searles

BODY:

...laptops. We must be able to take into account changes in technology.»

«A strong partnership with the technical support, maintenance and engineering groups of our IFE suppliers is the key to keeping our IFE systems running,» said Continental's Roland. «We rely a lot on the talent and expertise of the field **engineering people** from Panasonic, who are based at our Newark and Houston hubs. They work side-by-side with our technicians.»

Each morning Continental's Tech Support team holds a conference call with Panasonic personnel to examine IFE deferrals. Every other week, the carrier discusses its top ...

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August 1, 2008

SECTION: Pg. 4 Vol. 24 No. 18 ISSN: 0896-3274

LENGTH: 958 words

HEADLINE: Colleges, firms connect on skills for engineering

BYLINE: Dougherty, Nate

BODY:

...for engineering science and technology, the program helps give students the enthusiasm to make it through the drudgery of memorizing formulas and making calculations. It also responds to the American Board of Engineering and Technology, the body that accredits technology programs, which said graduating students need more interpersonal skills.

"Before, **engineering people** thought those were soft skills they could pick up on the job, but they found out schools were graduating people who weren't thriving in their environment," said John Wadach, chairman of the engineering science and physics department at MCC.

"And by pushing design-build concepts later into the curriculum, ...

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Copyright 2008 Penton Business Media, Inc.
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American Machinist

July 1, 2008

SECTION: Pg. 24

LENGTH: 2488 words

HEADLINE: Machinists of NASCAR

BYLINE: BY LAWRENCE HAFTL | SENIOR EDITOR

BODY:

...out of the race in Charlotte last weekend with a bracket on the car that was causing a problem. We had to completely redesign and manufacture a new bracket in two days to have the car ready for the race next

weekend.

"That's typical on part failures, which don't happen that often. Our **engineering people** do a lot of Finite Element Analysis on all our parts to make sure the parts can meet the demands of racing," Collins said.

"We evolved from the ability to make a few parts here and there and purchasing the rest to manufacturing most of the parts and having an engineering staff that designs parts all day ...

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Ward's Auto World

July 1, 2008

SECTION: Pg. 41 ISSN: 50-

LENGTH: 636 words

HEADLINE: Early Supplier Involvement Advancing at Nissan

BYLINE: Tom Murphy

BODY:

...supply significant interior content for Nissan's first light-commercial vehicle, which launches in first-half 2010 at Nissan's Canton, MS, plant.

IAC was eager to join the program as early as possible, so Miller made a suggestion.

"We decided that I would bring the (Nissan) **engineering people**, product planning and purchasing (groups). I told him, 'We'll come to your engineering center. You show us what early supplier involvement would be like.'"

The Nissan crew was thoroughly impressed with the homework IAC had done to prepare for the meeting.

"They showed us areas where we could change our design or change our spec and save ...

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EDN

June 12, 2008

SECTION: SUPPLEMENT; Innovators 2008; Pg. 18

LENGTH: 999 words

HEADLINE: Substance and style: restrictions on design materials continue; Restrictions continue to mount, but, says IPC's Fern Abrams, it's not just the EU's regulatory arm forcing green measures.

BYLINE: by Suzanne Deffree

BODY:

...designers] with lower-performing substances in many cases or ones that just perform differently and that [designers] haven't had adequate time to test, validate, and qualify. It's terrible public policy to ban substances on a whim like this. ... I get the sense that [such companies] didn't necessarily talk to their **engineering people.**"

Abrams concludes that, as an industry, "We have tremendously amazing products that have changed the way people live their lives and have enormous potential to reduce energy use and environmental impact, and yet we seem to be on the defensive right now. All across the globe, I see this proliferation of ROHS, concerns about e- ...

61 of 1306 DOCUMENTS

Copyright 2008 The Commercial Appeal, Inc.
The Commercial Appeal (Memphis, TN)

June 9, 2008 Monday
Final Edition

SECTION: METRO; Pg. B1

LENGTH: 524 words

HEADLINE: Quake research rolling on river; Float trip reveals old fault lines below silt

BYLINE: Megan Harris harrism@commercialappeal.com

BODY:

...effort.

The project also received a great deal of help from the Coast Guard, which provides a rolling safety zone, and the Memphis Corps of Engineers, which owns the ship the crew uses.

Tony Johnston, 50, captain of the vessel and member of the corps, said they were happy to help any way they could.

"Our own river **engineering people** are using it to learn how to better maintain the river," he said. "And that's good for all of us."

Just entering its second week, Saustrup said the project already shows promising results for further study, but Magnani said the research might be limited in its immediate application.

" ...

62 of 1306 DOCUMENTS

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Puget Sound Business Journal (Seattle)

June 9, 2008 Monday

LENGTH: 850 words

HEADLINE: Luxury plane outfitter Greenpoint Technologies posts soaring sales to super-rich

BYLINE: Steve Wilhelm

BODY:

...They're starting with a bare tube from Boeing, and everything needs to be engineered that goes into there for FAA certification."

Greenpoint is one of the few companies prepared to take the market into larger and newer jets, Beckham said.

"There are very few completion centers that have the capability to provide engineering on The 787," he said. "Most of the **engineering people** at Greenpoint worked at Boeing in the past; they're well grounded at Boeing, and well grounded in Boeing systems in general."

A former metallurgist once employed by Boeing, Buccola himself seems bemused by his success, and by the burgeoning growth of the ...

63 of 1306 DOCUMENTS

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ABI/INFORM
Copyright 2008 Manufacturers' Agents National Association
Agency Sales

June 2008

SECTION: Pg. 22 Vol. 38 No. 6 ISSN: 0749-2332

LENGTH: 1998 words

HEADLINE: Sustainability a half-century long

BYLINE: Foster, Jack

BODY:

...sell and market products and services."

Bartlemy, who heads the Richmond, Indiana-based firm, notes, "From the very beginning, our business hasn't been so much about getting the order, but more about working with customers to ensure that they are fully served."

He continues, "As a result of always working closely with purchasing and **engineering people**, we've been able to interact with customer personnel at all levels to develop valuable relationships over the years."

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Business Performance Management

June 1, 2008

SECTION: Pg. 28

LENGTH: 1793 words

HEADLINE: Dashing to The Right Data

BODY:

...trying to be a salesman here, but I utilize it, and once you start utilizing it, it's really easy.

BPM:*Did you face any resistance to the idea of management by metrics within your organization?*

Weisert: With anything, you're going to run into some resistance. Since our main expertise is systems **engineering and people** love dealing with numbers, we probably ran into less than a lot of companies in other business areas. When we started having monthly metrics meetings in 2005, we used Microsoft Office to cut and paste our measurement performance information into a format for presentation. When we translated those things into pbviews, it ...

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PM Engineer

June 1, 2008

SECTION: Pg. 18(7) Vol. 14 No. 6 ISSN: 1080-353X

LENGTH: 3169 words

HEADLINE: Never a busy signal: staying connected to the engineer, contractor and wholesaler is priority number one for Spec Sales;
2008 Manufacturers Rep of the Year;
Cover story

BYLINE: Camillo, Jim

BODY:

...including lots of questions regarding codes. They really want to know codes."

Gilfoy points out that, as of Jan. 1, 2008, California has new plumbing, building, mechanical, fire and electrical codes. "This is the first year that the state is allowing CPVC plastic pipe for potable drinking water. We have a lot of **engineering people** who have never looked at that product for potable drinking water, so their design criteria will change, such as greater expansion and contraction ratio and different pressure ratings."

Green plumbing is another topic that everyone at Spec Sales must stay informed about, not only because .

..

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Rubber & Plastics News

May 19, 2008

LENGTH: 772 Words

HEADLINE: GM exec is sure tire sector can squeeze out more mpg

BYLINE: Edward Noga

BODY:

...meets the required specifications, he said. However, the fact that GM now is operating a global engineering program makes a difference.

In the past, Gutting said, GM would have a platform, and the vehicles that were designed and sold in, say, Germany, were similar to vehicles sold in the States. As a result, there would be **engineering people** doing redundant work.

"We now are setting up a global engineering program," he said. "We expect we'll engineer once, in multiple regions, for sale anywhere in the globe."

That means that while GM is manufacturing throughout the world, it faces local content considerations that can ...

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Aviation Week & Space Technology

May 12, 2008

SECTION: Propulsion Technology; Pg. 52 Vol. 168 No. 19

LENGTH: 2565 words

HEADLINE: Show Time;

Taking stock of GE's massive production boost, now that two years have elapsed

BYLINE: Guy Norris

BODY:

...not only required testing and certification, but also smooth integration into the industry's fastest moving large civil engine production flow. "We asked ourselves how we could get this done in record time," McEwan remembers. "We said let's try something different. Instead of the development and **engineering people** ordering the hardware for tests and going through the whole program on their own, why don't we order a new core straight from production and do the tests on that?"

McEwan recalls: "They looked at me like I had six heads," before opting to go with the plan. This essentially allowed the integrated ...

...ears and eyes on the job, which is a big help. It's been amazing how much it's done for the engineering and development people, and vice-versa for manufacturing. They get to appreciate each other's jobs in terms of speed and cycle lessons for the **engineering people**, and provide development lessons for manufacturing," McEwan notes.

One example is in production tooling for new engines. "In the past, engineers had their own tooling group to handle engines and they would put it all away once they'd finished. But when they did the [Engine Alliance] GP7200 program ...

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Purchasing

April 10, 2008

SECTION: NEWS AND DEPARTMENTS; Trends; Supply Chain Strategy; Pg. 15

LENGTH: 878 words

HEADLINE: Novellus realizes benefits of early supplier involvement

BYLINE: By William Atkinson

BODY:

...market, and costs.

At first, you may need to assert your position in the business units. Over time, though, as successes mount,

the business units will be more likely to call you in for assistance.

Build relationships with the key individuals in the supplier organizations. Get to know their **engineering people** especially.

Supplier's concerns may be related to devoting resources to your projects with no guarantee of getting the business. Explain that their unique input can help make them more competitive and ultimately steer the business to them.

Once the process is operating smoothly, the next step can be to start getting suppliers involved ...

77 of 1306 DOCUMENTS

Copyright 2008 BDFM Publishers PTY Ltd.
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Financial Mail (South Africa)

March 14, 2008
Campus Edition

SECTION: EDUCATION; Pg. 10

LENGTH: 657 words

HEADLINE: Engineer shortages

BYLINE: Kgomoatso Mathe

BODY:

...few project managers found at Eskom and other companies who possessed forged degree certificates.

Schoonwinkel added that because of the increasing demand for these skills government might have to repackage the Employment Equity Bill so that people don't feel that they are not needed.

The per capita ratio for **engineering people** in SA is 0,5 per 1000 of the working population. This is extremely low when compared with other countries in the same league.

Uneven Do race and gender count for too much?

81 of 1306 DOCUMENTS

Copyright 2008 Mansfield News Journal (Mansfield, OH)

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Mansfield News Journal (Ohio)

February 14, 2008 Thursday

SECTION: Pg. 2

LENGTH: 655 words

HEADLINE: Ashland University competition will showcase student's business ventures

BODY:

...project as a chance to help the students develop a better understanding of industry, but it turned out we received some unexpected benefits as well.

"Being a contract manufacturer, much of the work we do has already been through our customer's research and development and engineering departments. Working with these students allowed our **engineering people** the opportunity to flex their creative muscles for a change instead of just working with a fixed design. We found the students to be enthusiastic and motivated to solve the problems associated with their project. Their fresh and unconventional look at these issues was like a breath of fresh air in an industry that can ...

84 of 1306 DOCUMENTS

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Connecticut Post Online (Bridgeport, Connecticut)

February 6, 2008 Wednesday

SECTION: LOCAL

LENGTH: 329 words

HEADLINE: Hospital, apartments lose water service

BYLINE: MELVIN MASON mmason@ctpost.com

BODY:

...Griffin Hospital, said the loss of water service forced the hospital to enact its internal "Code Green" disaster plan, which included moving portable suction pumps to patients who needed them.

"It took us a while to get the systems up and running," Powanda said. "We had about 15 **engineering people** working for about three hours on purging air from the pipes and restarting the boilers."

A toilet in the hospital overflowed as water pressure slowly returned, Powanda said, but the incident did

not affect patient care. Staff distributed bottled water and distilled water for ...

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Business Dateline

Copyright 2008 Alaska Business Monthly

Alaska Business Monthly

February 2008

SECTION: Pg. 48 Vol. 24 No. 2 ISSN: 8756-4092

LENGTH: 1698 words

HEADLINE: ALASKA'S CHANGING FACE

BYLINE: Pielli, Brooke

BODY:

Alaska is a large state in which a relatively small community of **engineering people** is attempting to bring about needed physical change. Their specialties differ, but the goal is the same: consideration for the environment and the needs of residents and businesses.

"There are civil engineers working in transportation, structural, water resources, environmental, and geo-tech projects," said Dr. Robert Lang, dean of the Civil ...

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Training & Simulation Journal

February 1, 2008 Friday

Correction Appended

SECTION: COAST GUARD; Pg. 38

LENGTH: 1544 words

HEADLINE: California Deepwater;
Training for new cutters starts in Petaluma

BYLINE: Jim Hodges

BODY:

...asks what kind of training is done under the U.S. Coast Guard's far-reaching Deepwater program, everyone points to Petaluma, Calif.

It's true that some engineers for Deepwater's new ships learn their jobs in Germany, where the engines are manufactured. And many of the Coast Guard's hull, engine and **engineering people** pass through Yorktown, Va. Some who will operate the new air assets see time in Seville, Spain, where the HC-235A medium-range surveillance airplane is built. Others will train on it in Mobile, Ala.

Future commanding officers will ...

CORRECTION:

2 COLOR PHOTOS.

89 of 1306 DOCUMENTS

Copyright 2008 Kalamazoo Gazette
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Kalamazoo Gazette (Michigan)

January 18, 2008 Friday

SECTION: GENERAL NEWS

LENGTH: 506 words

HEADLINE: Parker gets \$1B of Airbus contract
Kalamazoo firm builds hydraulic systems

BODY:

...hydraulic systems for the XWB. Parker's Air & Fuel Division in Irvine is to provide a fuel tank inerting system for the Airbus project.

What will the new work mean for Parker's operation at 2220 Palmer St.?

"It definitely means that there will be more **engineering people** and probably more manufacturing people required to support it," said Rod Taft, program manager for the Parker Hydraulics Division in Kalamazoo.

He said how many new jobs could come has not yet been determined, but the development is a boon to a state with an eroding ...

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Belleville News-Democrat (Illinois)

December 1, 2007 Saturday

SECTION: D; Pg. 1

LENGTH: 487 words

HEADLINE: Honors keep rolling in for O'Fallon standout;
Other metro-east players make all-state team

BYLINE: DAVID WILHELM, News-Democrat

BODY:

...on a 4.0 scale. He has signed to play at Division II Missouri-Rolla, where he will major in engineering.

"It's a really good engineering school and I'm looking to going into aerospace engineering," Muich said. "I know Boeing picks up a lot of (aerospace **engineering**) **people**. I'm looking toward NASA or something like that. I've always been interested in astronomy and that kind of stuff."

Muich suffered a torn hamstring two games into his sophomore season. A torn anterior cruciate ligament limited him to one game as a junior --the Panthers' 2-1 ...

92 of 1306 DOCUMENTS

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The Cincinnati Enquirer (Ohio)

November 21, 2007 Wednesday
Kentucky Edition

SECTION: METRO; Pg. 1B

LENGTH: 677 words

HEADLINE: Drees: Fix, squabble later

BYLINE: Cindy Schroeder cshroeder@nky.com

BODY:

...long-term plan in place before we just open the road throw some blacktop down and don't know what's going to happen long term."

"We understand right now that (the closure's) an inconvenience," Klein said.

"But we think it's unwise to rush into a fix that our legal and **engineering people** are calling a Band-Aid fix."

Deputy Judge-executive Scott Kimmich said the repairs that the county is proposing for Amsterdam are "acceptable road maintenance procedures."

"The state of Kentucky has been using this method of fixing Route 8 for 40 years - putting down more asphalt, sealing the ...

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Copyright 2007 P.G. Publishing Co.
Pittsburgh Post-Gazette (Pennsylvania)

November 11, 2007 Sunday
FIVE STAR EDITION

SECTION: LOCAL; Pg. B-2

LENGTH: 850 words

HEADLINE: TRANSPORTATION WISH LIST WOULD COST BILLIONS

BODY:

...covering the transportation beat for 35 years.

The Port Authority had one representative, Richard Taylor, of Forest Hills, a three-year authority board member. And although the authority would be the agency charged with building and lining up federal and state funding for any project, none of its planning or **engineering people** was sought to provide input for the Transportation Action Team study.

"Getting Around" has a few more observations, such as:

* If TAT wants to charge cars to use the West Busway as a "HOT Lane" to bypass Parkway West congestion "to generate revenue for priority capital projects identified ...

96 of 1306 DOCUMENTS

Copyright 2007 The Bradenton Herald
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The Bradenton Herald (Florida)

October 22, 2007 Monday

SECTION: LOCAL; Pg. 10

LENGTH: 2031 words

HEADLINE: Letters to the editor

BODY:

...products for the wasteful and ballooning population.

Now the folly of capturing energy from the Earth's finite sources of oil, etc. and using same to provide for the population's subsistence and wasteful demands seems to be challenged by the concern for global warming - or the concern of Mr. Gore, which he accumulated from the many scientific and **engineering people** who have been worried about the situation for about 50 years. Having read Gore's two books, I feel his concern is appropriate; however, his solutions are not.

Solutions to the Malthus-identified problem - that of a population growth (aggravated by population demands) - can be partially dealt with by technical people ...

97 of 1306 DOCUMENTS

Copyright 2007 The Montgomery Advertiser
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The Montgomery Advertiser (Alabama)

October 8, 2007 Monday

SECTION: OPINION

LENGTH: 933 words

HEADLINE: YANYI DJAMBA: Gender imbalance

BODY:

...many complex factors, including age (especially mother's age) at birth and socio-economic status, things that affect the timing and frequency of sexual intercourse.

Today, one wonders if some parents don't deliberately control the sex of their offspring. With so much advancement in bio-medical **engineering people** may challenge the natural demographic order, but we are not there yet, at least for the United States.

So what is really happening to baby boys that leads to such an imbalance in sex ratio in college enrollment? There are many forces at play. As a demographer, I can't ignore the ...

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ASAP

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Construction Today

October 1, 2007

SECTION: Pg. 146(2) Vol. 5 No. 10

LENGTH: 917 words

HEADLINE: Renovations in Rochester: Landsman Development Corp. has adapted to a changing market in Rochester, N.Y., and has come out on top after shifting its focus from new construction to renovation projects.

BYLINE: Miller, Joanna

BODY:

...renovation trend, says BSG President Charlie Maloney. The company has also paid close attention to its new customers' needs and expectations, he says.

"I think the market is much less sophisticated than when a Kodak had teams of engineers that looked over a project," he says. "Customers now are not design and **engineering people**. They are relying on us to do the right things for the right price, and to provide customer service that goes beyond doing a job. Our clients don't have to worry about anything except running their own business ... we take care of the rest. That's the value-added service that BSG brings to the market."

BSG ...

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The Business Review (Albany New York)

September 14, 2007 Friday

LENGTH: 226 words

HEADLINE: WNYT seeks federal mediator in union negotiation

BODY:

...on a new contract by Sept. 30. This does not mean there would automatically be a strike if a deal is not reached, only that union leaders could call a strike without another member vote. The union represents 85 WNYT employees, including all news, production and **engineering people.**

Bill Lambdin, a WNYT reporter and president of Local 21, said the main sticking points are two contract provisions union members have no intention of agreeing to. One would allow management, if the need for job cuts should arise, to lay off the people of their choosing, regardless of seniority.

Print: Oct 13, 2009

73757694

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Serial Number

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1989/07/11

Type of Mark

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100 REDWOOD SHORES PARKWAY REDWOOD CITY CALIFORNIA 94065

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MANVILLE, ANNA W.

Attorney of Record

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PAYROLL PEOPLE, THE PARTNERSHIP CALIFORNIA 1922 N. Helm Avenue Fresno
CALIFORNIA 93727

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: payroll
preparation services, processing of payrolls, payroll tax preparation,
payroll tax deposit services, and management of unemployment insurance
plans. First Use: 1981/08/00. First Use In Commerce: 1981/08/00.

Goods/Services

Class Status -- ACTIVE. IC 036. US 100 101 102. G & S: workers'
compensation insurance preparation and payment services,
administration of health benefit plans and processing of health
benefit claims. First Use: 1992/09/00. First Use In Commerce:
1992/09/00.

Goods/Services

Class Status -- ACTIVE. IC 039. US 100 105. G & S: personnel data
storage services. First Use: 1981/08/00. First Use In Commerce:
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Ryan W. Corrigan

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2102397

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Type of Mark
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Owner
HODGE PRODUCTS, INC. CORPORATION CALIFORNIA P.O. BOX 1326 El Cajon
CALIFORNIA 92022

Goods/Services
Class Status -- ACTIVE. IC 042. US 100 101. G & S: retail store
and distributorship and custom design services in the field of
security products and accessories therefor used in commercial and
educational environments. First Use: 1994/02/07. First Use In
Commerce: 1994/02/07.

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1996/02/22

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Examining Attorney
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Attorney of Record
KATHLEEN A. PASULKA

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Word Mark

THE TOOL KIT PEOPLE

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Registration Number

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1998/04/14

Type of Mark

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R & K Supply Company CORPORATION OHIO 16 Finch Street Hilton Head
Island SOUTH CAROLINA 29926

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: mail order
distributorship services specializing in travel cases for implements.
First Use: 1980/04/01. First Use In Commerce: 1980/04/01.

Disclaimer Statement

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

Section 2f Statement

2(F) ENTIRE MARK

Filing Date

1996/12/27

Examining Attorney

VAVONESE, DAN

Print: Oct 13, 2009

75222329

Attorney of Record
PATRICIA S. KRAMER

Print: Oct 13, 2009

75241020

DESIGN MARK

Serial Number

75241020

Status

REGISTERED AND RENEWED

Word Mark

AMERICA'S FOREST & PAPER PEOPLE

Standard Character Mark

No

Registration Number

2200990

Date Registered

1998/11/03

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

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

Owner

American Forest & Paper Association, Inc. NONPROFIT CORPORATION
DELAWARE Suite 800 1111 19th Street, N.W. Washington D.C. 20036

Goods/Services

Class Status -- ACTIVE. IC 042. US 100 101. G & S: association
services, namely, promoting the general interests of members of the
forest, paper, and woods products industry. First Use: 1993/04/00.
First Use In Commerce: 1993/04/00.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FOREST & PAPER PEOPLE"
APART FROM THE MARK AS SHOWN.

Section 2f Statement

2(F) ENTIRE MARK

Filing Date

1997/02/11

Examining Attorney

CORDOVA, RAUL

Print: Oct 13, 2009

75241020

Attorney of Record
CAROLYN WILDER

AMERICA'S FOREST & PAPER PEOPLE

Print: Oct 13, 2009

75433264

TYPED DRAWING

Serial Number
75433264

Status
SECTION 8-ACCEPTED

Word Mark
THE EDUCATION PEOPLE

Standard Character Mark
No

Registration Number
2242261

Date Registered
1999/04/27

Type of Mark
SERVICE MARK

Register
SUPPLEMENTAL

Mark Drawing Code
(1) TYPED DRAWING

Owner
TAYMARK, INC. CORPORATION MINNESOTA 1725 ROE CREST DRIVE NORTH MANKATO
MINNESOTA 560023728

Goods/Services
Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Mail Order
services featuring educational specialty products for educational
administrators; Direct mail advertising of educational specialty
products. First Use: 1979/06/00. First Use In Commerce: 1979/06/00.

Filing Date
1998/02/12

Amended Register Date
1999/02/08

Examining Attorney
UNKNOWN

Attorney of Record
ROSALIE A MELISZ

Print: Oct 13, 2009

75509764

DESIGN MARK

Serial Number
75509764

Status
REGISTERED AND RENEWED

Word Mark
TV PEOPLE

Standard Character Mark
No

Registration Number
2301070

Date Registered
1999/12/14

Type of Mark
SERVICE MARK

Register
SUPPLEMENTAL

Mark Drawing Code
(1) TYPED DRAWING

Owner
Kawalerski, Susan M. INDIVIDUAL UNITED STATES 6830 Gratian St Coral
Gables FLORIDA 33146

Goods/Services
Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Talent
agency representative in the field of television personnel. First
Use: 1998/05/13. First Use In Commerce: 1998/05/13.

Filing Date
1998/06/29

Amended Register Date
1999/09/20

Examining Attorney
LEE, DOUGLAS

Attorney of Record
JEAN S PERWIN

TV PEOPLE

Print: Oct 13, 2009

75533723

DESIGN MARK

Serial Number

75533723

Status

SECTION 8-ACCEPTED

Word Mark

THE PICTURE PEOPLE

Standard Character Mark

No

Registration Number

2394410

Date Registered

2000/10/10

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

PICTURE PEOPLE INC., THE CORPORATION CALIFORNIA 1800 10th Street,
Suite 300 Plano TEXAS 750748010

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: retail
store services for photography related products. First Use:
1996/11/09. First Use In Commerce: 1996/11/09.

Goods/Services

Class Status -- ACTIVE. IC 040. US 100 103 106. G & S:
photographic film developing and photofinishing. First Use:
1996/11/09. First Use In Commerce: 1996/11/09.

Goods/Services

Class Status -- ACTIVE. IC 042. US 100 101. G & S: portrait
photography services. First Use: 1996/11/09. First Use In Commerce:
1996/11/09.

Filing Date

1998/08/10

Print: Oct 13, 2009

75533723

Amended Register Date
2000/04/17

Examining Attorney
MAYERSCHOFF, GLENN

Attorney of Record
Stacy E. Don and James E. Houpt

THE PICTURE PEOPLE

Print: Oct 13, 2009

75546948

DESIGN MARK

Serial Number

75546948

Status

SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

Word Mark

THE PICTURE PEOPLE

Standard Character Mark

No

Registration Number

2482884

Date Registered

2001/08/28

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner

PICTURE PEOPLE INC., THE CORPORATION CALIFORNIA 1800 10th Street,
Suite 300 Plano TEXAS 750748010

Name Change

BY CHANGE OF NAME; BY CHANGE OF NAME; BY CHANGE OF NAME

Original Owner

Expressly Portraits, Inc. CORPORATION Foster City CALIFORNIA 94404

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: retail
store services for photography related products. First Use:
1996/11/30. First Use In Commerce: 1996/11/30.

Goods/Services

Class Status -- ACTIVE. IC 042. US 100 101. G & S: portrait
photography services. First Use: 1996/11/30. First Use In Commerce:
1996/11/30.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "THE PICTURE PEOPLE"

Print: Oct 13, 2009

75546948

APART FROM THE MARK AS SHOWN.

Filing Date

1998/09/01

Examining Attorney

MAYERSCHOFF, GLENN

Attorney of Record

Stacy E. Don and James E. Houpt



Print: Oct 13, 2009

75719977

DESIGN MARK

Serial Number

75719977

Status

SECTION 8-ACCEPTED

Word Mark

THE SHRIMP PEOPLE

Standard Character Mark

No

Registration Number

2411535

Date Registered

2000/12/05

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

Darik Enterprises Inc. CORPORATION NEW YORK 71-15 51st Street Avenue
Woodside NEW YORK 11377

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Seafood
distributorship services. First Use: 2000/02/14. First Use In
Commerce: 2000/02/14.

Disclaimer Statement

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

Filing Date

1999/06/03

Amended Register Date

2000/05/05

Examining Attorney

SMITH, REBECCA

Print: Oct 13, 2009

75719977

Attorney of Record

B Parker Livingston Jr

THE SHRIMP PEOPLE

Print: Oct 13, 2009

75749810

TYPED DRAWING

Serial Number
75749810

Status
SECTION 8-ACCEPTED

Word Mark
POOL PEOPLE

Standard Character Mark
No

Registration Number
2470712

Date Registered
2001/07/17

Type of Mark
SERVICE MARK

Register
SUPPLEMENTAL

Mark Drawing Code
(1) TYPED DRAWING

Owner
THE ASSOCIATION OF POOL & SPA PROFESSIONALS CORPORATION VIRGINIA 2111
EISENHOWER AVENUE ALEXANDRIA VIRGINIA 22314

Goods/Services
Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Promoting the sale of goods and services relating to the swimming pool and spa industry through the distribution of printed and audio promotional materials, and by rendering sales promotion and advice; developing promotional campaigns for business, cooperative advertising and marketing. First Use: 2000/03/20. First Use In Commerce: 2000/03/20.

Filing Date
1999/07/14

Amended Register Date
2001/02/05

Examining Attorney
BLANDU, FLORENTINA

Attorney of Record

Print: Oct 13, 2009

75749810

Alaine C. Doolan

Print: Oct 13, 2009

75749811

DESIGN MARK

Serial Number

75749811

Status

SECTION 8-ACCEPTED

Word Mark

POOL PEOPLE USA

Standard Character Mark

No

Registration Number

2470713

Date Registered

2001/07/17

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

THE ASSOCIATION OF POOL & SPA PROFESSIONALS CORPORATION VIRGINIA 2111
EISENHOWER AVENUE ALEXANDRIA VIRGINIA 22314

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Promoting the sale of goods and services relating to the swimming pool and spa industry through the distribution of printed and audio promotional materials, and by rendering sales promotion and advice; developing promotional campaigns for business, cooperative advertising and marketing. First Use: 1999/05/28. First Use In Commerce: 1999/05/28.

Filing Date

1999/07/14

Amended Register Date

2001/02/05

Examining Attorney

BLANDU, FLORENTINA

Attorney of Record

Print: Oct 13, 2009

75749811

Alaine C. Doolan

POOL PEOPLE USA

Print: Oct 13, 2009

75846334

DESIGN MARK

Serial Number
75846334

Status
SECTION 8-ACCEPTED

Word Mark
FLOWER PEOPLE

Standard Character Mark
No

Registration Number
2543622

Date Registered
2002/02/26

Type of Mark
SERVICE MARK

Register
SUPPLEMENTAL

Mark Drawing Code
(1) TYPED DRAWING

Owner
Internet Florist Association, Inc. CORPORATION MINNESOTA 1738 Grand
Avenue St. Paul MINNESOTA 55105

Goods/Services
Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: retail
store, mail order, telephone order, telegraph order, on-line order and
distributorship services featuring fresh flowers, cut flower
arrangements, and artificial flowers, blooming and green plants, and
balloons, gifts, and other novelty items. First Use: 1999/08/15.
First Use In Commerce: 1999/08/15.

Filing Date
1999/11/11

Amended Register Date
2001/01/29

Examining Attorney
BORSUK, ESTHER A.

Attorney of Record

Print: Oct 13, 2009

75846334

ANTHONY G EGGINK

FLOWER PEOPLE

Print: Oct 13, 2009

76549974

DESIGN MARK

Serial Number
76549974

Status
REGISTERED

Word Mark
PETPEOPLE

Standard Character Mark
No

Registration Number
2876909

Date Registered
2004/08/24

Type of Mark
SERVICE MARK

Register
PRINCIPAL

Mark Drawing Code
(1) TYPED DRAWING

Owner
PetPeople, Inc. CORPORATION CALIFORNIA 2122 Encinitas Blvd. Encinitas
CALIFORNIA 92024

Goods/Services
Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: retail
store services featuring pet foods and supplies. First Use:
1990/10/21. First Use In Commerce: 1990/10/21.

Section 2f Statement
2(F) ENTIRE MARK

Filing Date
2003/09/22

Examining Attorney
HICKEY, TONI

Attorney of Record
Victoria Newland

PETPEOPLE

Print: Oct 13, 2009

76645878

DESIGN MARK

Serial Number

76645878

Status

REGISTERED

Word Mark

THE PHOTOGRAPHY PEOPLE

Standard Character Mark

Yes

Registration Number

3315122

Date Registered

2007/10/23

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Adorama, Inc. CORPORATION NEW YORK 42 West 18th Street New York NEW YORK 10011

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Retail store services, mail order services and on-line retail store services featuring: photographic equipment; audio equipment; video equipment; optical equipment, namely, cameras, lenses, camera and lens filters, exposure meters, binoculars, spotting scopes, night vision scopes and microscopes; astronomy equipment; telescopes; photo albums; cases and bags for photographic, audio and video equipment; camera film; DVDs; CDs; computer equipment and accessories, namely desktop computers, computer monitors, operating system and utility software, servers and routers, desktop computer upgrades, notebook computers, replacement batteries for notebook computers, notebook computer upgrades, notebook computer power accessories; cables and hubs for computers, keyboards, mouses and controllers, external hard drives, monitor accessories, computer audio equipment, color calibration systems, wireless transmitters and receivers, graphic tablets, web cams and cables therefor, scan converters, removeable storage units, mounting equipment, computer cleaning accessories, computer security equipment,

Print: Oct 13, 2009

76645878

DC/DVD creators and accessories therefore, namely storage holders and DVD disc connectors for eliminating bumps and waves on a CD or DVD disc, creative software printers and cables therefor, inkjet printers, inkjet printer paper and other inkjet receiver media such as velvet and canvas and inkjet inks, dye sublimation printers, dye subprinter accessories, namely paper and special sublimation printer receiver media, cables, dye sublimation inks and dye sublimation profile software, and printer drivers. First Use: 1995/08/01. First Use In Commerce: 1995/08/01.

Goods/Services

Class Status -- ACTIVE. IC 040. US 100 103 106. G & S: FILM DEVELOPING. First Use: 1998/01/31. First Use In Commerce: 1998/01/31.

Section 2f Statement

2(F) ENTIRE MARK

Filing Date

2005/08/30

Examining Attorney

GOODMAN, WENDY

Attorney of Record

Barry H. Fishkin

THE PHOTOGRAPHY PEOPLE

Print: Oct 13, 2009

77011783

DESIGN MARK

Serial Number

77011783

Status

REGISTERED

Word Mark

THE LOCK PEOPLE

Standard Character Mark

Yes

Registration Number

3380065

Date Registered

2008/02/12

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Hodge Products, Inc. CORPORATION CALIFORNIA P.O. Box 1326 El Cajon
CALIFORNIA 92022

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Retail
store and distributorship services in the field of security products
and accessories therefor used in commercial and educational
environments. First Use: 1994/02/07. First Use In Commerce:
1994/02/07.

Prior Registration(s)

2102397

Disclaimer Statement

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

Section 2f Statement

2(F) ENTIRE MARK

Filing Date

Print: Oct 13, 2009

77011783

2006/10/02

Examining Attorney

DAWE, BILL

Attorney of Record

Kathleen A. Pasulka

THE LOCK PEOPLE

Print: Oct 13, 2009

77011813

DESIGN MARK

Serial Number
77011813

Status
REGISTERED

Word Mark
LOCKPEOPLE

Standard Character Mark
Yes

Registration Number
3374817

Date Registered
2008/01/29

Type of Mark
SERVICE MARK

Register
PRINCIPAL

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
Hodge Products, Inc. CORPORATION CALIFORNIA P.O. Box 1326 El Cajon
CALIFORNIA 92022

Goods/Services
Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Retail
store and distributorship services in the field of security products
and accessories therefor used in commercial and educational
environments. First Use: 1994/02/07. First Use In Commerce:
1994/02/07.

Prior Registration(s)
2102397

Section 2f Statement
2(F) ENTIRE MARK

Filing Date
2006/10/02

Examining Attorney
DAWE, BILL

Print: Oct 13, 2009

77011813

Attorney of Record

Kathleen A. Pasulka

LOCKPEOPLE

Print: Oct 13, 2009

78119485

TYPED DRAWING

Serial Number

78119485

Status

SECTION 8-ACCEPTED

Word Mark

THE PERENNIAL PEOPLE

Standard Character Mark

No

Registration Number

2664896

Date Registered

2002/12/17

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

Longwood Country Garden Centers, Inc. CORPORATION NORTH CAROLINA 4400
Styers Ferry Road Winston-Salem NORTH CAROLINA 27104

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Retail
store services featuring flowers, plants and home and garden products
and accessories. First Use: 2002/03/27. First Use In Commerce:
2002/03/27.

Disclaimer Statement

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

Filing Date

2002/04/04

Amended Register Date

2002/09/30

Examining Attorney

LE, KHANH

Print: Oct 13, 2009

78119485

Attorney of Record

M. Christopher Bolen

Print: Oct 13, 2009

78168429

TYPED DRAWING

Serial Number

78168429

Status

SECTION 8-ACCEPTED

Word Mark

INTERFACE PEOPLE

Standard Character Mark

No

Registration Number

2760510

Date Registered

2003/09/02

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

INTERFACE PEOPLE, LP LIMITED PARTNERSHIP TEXAS 396 W. MAIN STREET
LEWISVILLE TEXAS 75057

Goods/Services

Class Status -- ACTIVE. IC 042. US 100 101. G & S: Computer
Programming for others. First Use: 2002/03/01. First Use In
Commerce: 2002/03/01.

Filing Date

2002/09/26

Amended Register Date

2003/06/18

Examining Attorney

MILTON, PRISCILLA

Attorney of Record

Steve Clemons

Print: Oct 13, 2009

78179543

TYPED DRAWING

Serial Number

78179543

Status

SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

Word Mark

THE HOMES PEOPLE

Standard Character Mark

No

Registration Number

2788845

Date Registered

2003/12/02

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

HAMES MOBILE HOMES INCORPORATED CORPORATION IOWA 640 MARION BLVD
MARION IOWA 52302

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Dealership
and retail store services in the field of manufactured housing and
mobile homes. First Use: 1975/01/01. First Use In Commerce:
1975/01/01.

Section 2f Statement

2(F) ENTIRE MARK

Filing Date

2002/10/29

Examining Attorney

FIRST, VIVIAN MICZNIK

Attorney of Record

Christopher J. Voci

Print: Oct 13, 2009

78733280

DESIGN MARK

Serial Number
78733280

Status
REGISTERED

Word Mark
THE ANNUAL REPORT PEOPLE

Standard Character Mark
Yes

Registration Number
3266735

Date Registered
2007/07/17

Type of Mark
SERVICE MARK

Register
SUPPLEMENTAL

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
Financial Communications, Inc. CORPORATION MARYLAND 8001 Wisconsin
Avenue Suite 200 Bethesda MARYLAND 20814

Goods/Services
Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Preparing
business reports, namely, developing corporate reports for others; and
corporate advertising for others. First Use: 1999/00/00. First Use
In Commerce: 1999/00/00.

Filing Date
2005/10/14

Amended Register Date
2007/05/18

Examining Attorney
THOMAS, RAY

Attorney of Record
Andrew B. Katz

THE ANNUAL REPORT PEOPLE

Print: Oct 13, 2009

78737526

DESIGN MARK

Serial Number
78737526

Status
REGISTERED

Word Mark
BEVERLY HILLS PEOPLE

Standard Character Mark
Yes

Registration Number
3188381

Date Registered
2006/12/19

Type of Mark
SERVICE MARK

Register
SUPPLEMENTAL

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
Sammy Z Inc. CORPORATION CALIFORNIA 427 N. Canon Drive, Suite 210
Beverly Hills CALIFORNIA 90210

Goods/Services
Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Promoting
the goods and services of others by preparing and placing advertising
in an electronic magazine accessed through a global computer network.
First Use: 2005/08/20. First Use In Commerce: 2005/08/20.

Filing Date
2005/10/20

Amended Register Date
2006/10/26

Examining Attorney
BROWN, TINA

Attorney of Record
Michael N. Cohen

BEVERLY HILLS PEOPLE

Print: Oct 13, 2009

79025623

DESIGN MARK

Serial Number
79025623

Status
REGISTERED

Word Mark
MEDICALPEOPLE

Standard Character Mark
No

Registration Number
3395051

Date Registered
2008/03/11

Type of Mark
SERVICE MARK

Register
PRINCIPAL

Mark Drawing Code
(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner
engineering people GmbH UNKNOWN Söflinger Strasse 70 89077 Ulm FED REP
GERMANY

Goods/Services
Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Business
consulting, especially consulting with regard to personnel management
in the field of medicine; temporary employment business, namely,
temporary employment agency.

Goods/Services
Class Status -- ACTIVE. IC 041. US 100 101 107. G & S:
Organization and running of training courses for medical doctors,
namely, training courses concerning technical innovations and
improvements in the field of anesthetics and training courses in the
field of handling of devices and equipment for medical purposes.

Priority Date
2005/11/04

Disclaimer Statement
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MEDICALPEOPLE" APART

Print: Oct 13, 2009

79025623

FROM THE MARK AS SHOWN.

Description of Mark

The color red appears in the word medical and the right part of the ring; the color grey appears in the word people and the left part of the ring and the color white appears as the background.

Colors Claimed

The color(s) red, grey and white is/are claimed as a feature of the mark.

Filing Date

2006/05/03

Examining Attorney

GLASSER, CARYN



medical *people*

Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77778164
LAW OFFICE ASSIGNED	LAW OFFICE 113
MARK SECTION (no change)	
ADDITIONAL STATEMENTS SECTION	
SUPPLEMENTAL REGISTER	The applicant seeks registration of the mark on the Supplemental Register (i.e., a change of the words 'Principal Register' to 'Supplemental Register'). NOTE: The applicant has separately filed an Allegation of Use, to change the basis of this application from Section 1(b), intent-to-use, to Section 1(a), use in commerce.
SIGNATURE SECTION	
RESPONSE SIGNATURE	/Melanie T. Frazier/
SIGNATORY'S NAME	Melanie T. Frazier
SIGNATORY'S POSITION	Attorney of Record, MI bar member
DATE SIGNED	03/30/2010
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Tue Mar 30 10:30:06 EDT 2010
TEAS STAMP	USPTO/ROA-74.204.82.114-2 0100330103006788112-77778 164-460f1194e96353f5a3a65 4687c0209ec14c-N/A-N/A-20 100330102806296283

Response to Office Action
To the Commissioner for Trademarks:

Application serial no. **77778164** has been amended as follows:

ADDITIONAL STATEMENTS

Supplemental Register

The applicant seeks registration of the mark on the Supplemental Register (i.e., a change of the words 'Principal Register' to 'Supplemental Register'). NOTE: The applicant has separately filed an Allegation of Use, to change the basis of this application from Section 1(b), intent-to-use, to Section 1(a), use in commerce.

SIGNATURE(S)

Response Signature

Signature: /Melanie T. Frazier/ Date: 03/30/2010

Signatory's Name: Melanie T. Frazier

Signatory's Position: Attorney of Record, MI bar member

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.

Serial Number: 77778164

Internet Transmission Date: Tue Mar 30 10:30:06 EDT 2010

TEAS Stamp: USPTO/ROA-74.204.82.114-2010033010300678

8112-77778164-460f1194e96353f5a3a654687c

0209ec14c-N/A-N/A-20100330102806296283

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Positions:

Keywords:

Job Location:
(City or State)

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SPOTLIGHT COMPANY

TaylorMade / Adidas Golf

TaylorMade - Adidas Golf Company is home of the best performance golf brand in the world, TaylorMade, adidas Golf and Maxfli. TaylorMade is the No. 1 metalwood in golf, based out of Carlsbad, CA.

<http://www.taylormadegolf.com>

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SEARCH POSITIONS

Positions:

Keywords:

Job Location:
(City or State)

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.....

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Gain extra exposure as a Featured Company or by partnering with us to advertise in other mediums

Reach potential employees via open position email updates

SPOTLIGHT COMPANY

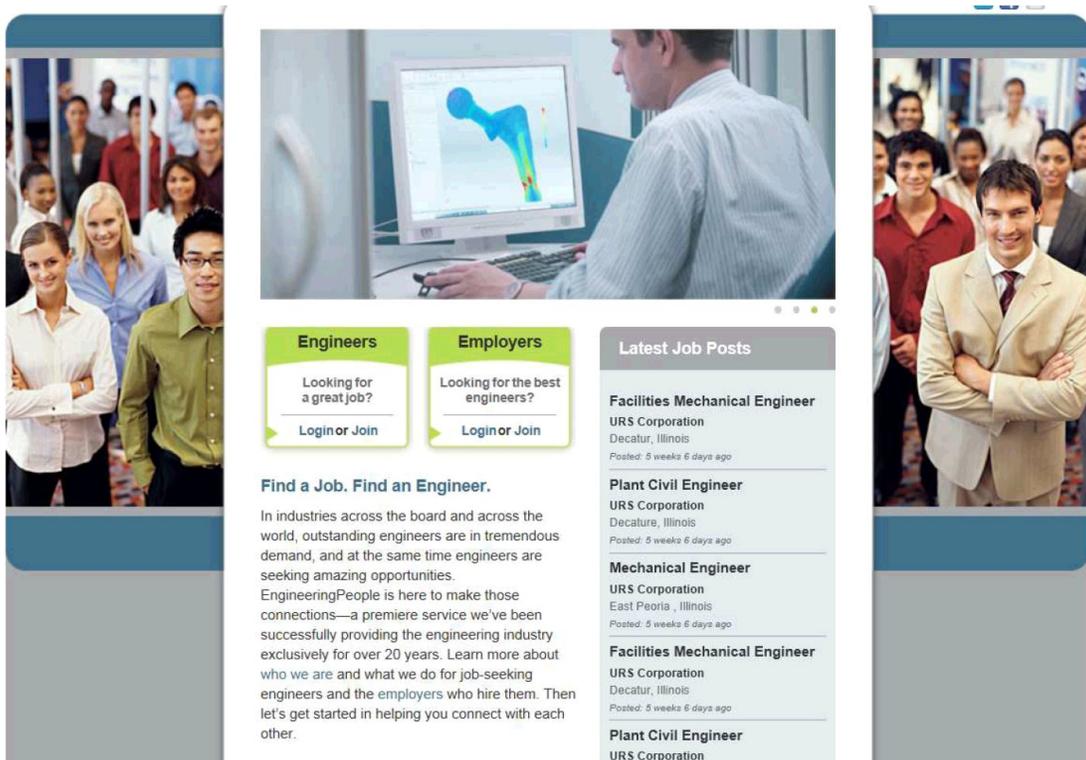
TaylorMade / Adidas Golf

TaylorMade - Adidas Golf Company is home of the best performance golf brand in the world, TaylorMade, adidas Golf and Maxfli. TaylorMade is the No. 1 metalwood in golf, based out of Carlsbad, CA.

<http://www.taylormadegolf.com>



Registrant's Website



Close-up of Registrant's Website