

From: Watts-Fitzgerald, Caitlin

Sent: 5/23/2014 12:16:27 PM

To: TTAB E Filing

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85485097 - BOOKING.COM - 096981-0108 - Request for Reconsideration Denied - Return to TTAB - Message 7 of 7

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Attachment Information:

Count: 5

Files: Vocab-2.jpg, Hotelbook-1.jpg, Hotelbook-2.jpg, travelbook-1.jpg, travelbook-2.jpg

the "book" family

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JW Marriott has begun to venture into the world of mobile applications, but not to assist with booking or check in.

New York Times May 19, 2014

Others can take up to a day to reply and once the hotel responds, you have just three hours to complete the booking.

Seattle Times May 19, 2014

We are encouraged by the growth in bookings considering that only Travelocity's U.S. operations were included in the results.

Forbes May 19, 2014

In addition, it revamped a notoriously cumbersome booking website and began cutting some of the fees it charged for checking bags and modifying boarding passes.

New York Times May 19, 2014

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