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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	85663950
Applicant	Allegiance Staffing
Applied for Mark	ALLEGIANCE STAFFING
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BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Serial No.: 85663950

Mark: ALLEGIANCE STAFFING

Applicant: Allegiance Staffing, LLC, a Texas limited liability company

Examining Attorney: Cory Boone

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COMES NOW the Applicant, Allegiance Staffing, LLC, by its Counsel, and hereby respectfully appeals the Examining Attorney's refusal to re-register the mark ALLEGIANCE STAFFING (the "Mark") in standard characters.

**I.**  
**DESCRIPTION OF RECORD**

**A. Prosecution History.**

The Examining Attorney initially refused the Mark Application on October 18, 2012 in a non-final office action. Applicant filed a response to the office action on April 15, 2013. The Examining Attorney issued a Final Refusal of Registration for the Mark on May 13, 2013, based on a likelihood of confusion with marks issued while Allegiance Staffing, LLC, possessed its Mark. Those marks issued are U.S. Registration Nos. 2516311 ("ALLEGIS GROUP"), 2888615 ("ALLEGIS GROUP"), 3350905 ("ALLEGIS GROUP SERVICES"), 3411335 ("ALLEGIS SERVICES INDIA"), 3760311 ("ALLEGIS RECRUITMENT PROCESS OUTSOURCING"), 3760312 ("ALLEGIS PRO"), 4179460 ("ALLEGIS"), and 4207811 ("ALLEGIS PARTNERS") (collectively the "Allegis Registrations"). See, Lanham Act, Section 1052(d), 15 U.S.C.; See, Trademark Manual of Examining Procedure §§1207.01 *et seq.*

Please be aware that the USPTO issued the above marks during a period in which Allegiance Staffing, LLC's Mark was valid.

Applicant filed an amended Request For Reconsideration on November 12, 2013, which Examining Attorney subsequently denied on November 22, 2013.

**B. Examining Attorney's Evidence.**

**October 18, 2012 Office Action**

The sole evidence attached to the October 18, 2012 Office Action consists of summaries/printouts of the Allegis Registrations, their related marks, and two screen shots of the Allegis Group website.

**May 13, 2013 Final Office Action**

The only additional evidence presented by Examining Attorney to the May 13, 2013 Final Office Action included additional screenshots of the Allegis Group website, a screen shot of Dictionary.com, registration pages for "Catchpath", "Headfarmer", "Jomsom Staffing Services", "Inside Edge", "Military Spouse Employment Partnership", and a Wikipedia.com screenshot for "Employment Agency."

**C. Applicant's Evidence.**

**April 15, 2013 Response to Office Action**

Exhibit A: Copy of Applicant's prior registration for the Mark;

Exhibit B: Registration for "Allegis Group";

Exhibit C: Registration for "Allegis Partners";

Exhibit D: Merriam Webster definition of "Allegiance" and Merriam Webster definition for "Allegis" demonstrating that Allegiance is an actual word and Allegis is not a known English word;

Exhibit E: Various registrations containing the word "Allegiance" demonstrating that many other registrations contain the exact same phrase;

Exhibit F: Screenshots from Applicant's website;

Exhibit G: Screen shot from Allegis Group's website;

Exhibit H: Additional screenshots from Applicant’s website showing location of Applicant’s operations;

Exhibit I: Additional screenshots from Allegis Group’s website showing location of Allegis Groups’ operations; and,

Exhibit J: Additional screenshots from Allegis Group’s website showing type of staffing services provided.

**November 12, 2013 Request for Reconsideration**

Exhibit K: Merriam Webster definitions for Allegiance Staffing and Allegis; and,

Exhibit L: Screenshots from Applicant’s website.

**II.**  
**ARGUMENT**

Under U.S. trademark law, no registration for a mark shall be refused by USPTO unless it would cause confusion, mistake, or deception. See, Lanham Act, Section 1052(d). To register a mark, In re E.I. du Pont De Nemours & Co., lists thirteen (13) factors to consider when determining whether there is a likelihood of confusion under 15 U.S.C. §1052(d). See, In re E.I. du Pont de Nemours & Co., 476 F2d 1357 (C.C.P.A. 1973). The thirteen (13) factor list is as follows:

- (1) The similarity or dissimilarity of the marks in their entirety as to appearance, sound, connotation, and commercial impression;
- (2) The similarity or dissimilarity and nature of the goods;
- (3) The similarity or dissimilarity of established, likely-to-continue trade channels;
- (4) The conditions under which and buyers to whom sales are made;
- (5) The fame of the prior mark;

- (6) The number and nature of similar marks in use on similar goods;
- (7) The nature and extent of any actual confusion;
- (8) The length of time during and the conditions under which there has been concurrent use without evidence of actual confusion;
- (9) The variety of goods on which a mark is or is not used;
- (10) The market interface between the applicant and the owner of a prior mark;
- (11) The extent to which applicant has a right to exclude others from use of its mark on its goods;
- (12) The extent of potential confusion; and,
- (13) Any other established fact probative of the effect of use.

The Applicant asserts that the USPTO should register its Mark based on the following seven (7) positions, set forth below, labeled A. through G. Each position, on its own, should be sufficient to support Applicant's application for registration. Taken together, Applicant contends that the cumulative positions certainly support registration.

**A. The USPTO Previously Approved the Mark and the Prior Registrations and Many Similar Marks, Which Establishes That the Marks Are Not Confusing.**

The Applicant's Mark and the Allegis trademarks are not confusing, which is established by over 10 years of the USPTO approving and renewing the Applicant's Mark and Allegis' trademarks. Two other probative factors in determining whether marks are confusingly similar are: (1) the nature and extent of any actual confusion; and, (2) the length of time during and conditions under which there has been concurrent use without evidence of actual confusion. See, In re E.I.du Pont de Nemours & Co. at 1361.

Applicant simply fails to understand how someone at the USPTO approved the Allegis marks during a time in which Applicant possessed its Mark, yet now Applicant seeks registration and Mr. Boone proclaims that Applicant's Mark is too similar to the Allegis marks. It was acceptable for Allegis to acquire its marks after Applicant, but not vice versa? That position is difficult for Applicant to understand.

Please see the Background section above. In short, the USPTO approved Applicant's Mark for registration on November 13, 2001 under Registration Number 2507546. The Applicant inadvertently failed to file its Declaration of Continued Use, which resulted in cancellation of the Mark on June 25, 2012. Upon discovery, Applicant immediately reapplied for registration of the Mark on June 28, 2012. Allegis' earliest registration date on any of its prior registrations is December 12, 2001 (the Allegis Group registration), which is one month after the Applicant initially registered its Mark. For more than ten years, the USPTO approved Allegis' Prior Registrations and found no likelihood of confusion with the Mark even though Applicant obtained its Mark prior to Allegis' trademark. The USPTO has more than 10 years of proof wherein both Applicant and Allegis operated with their respective trademarks without confusion or interference. The history of use establishes that the Applicant's Mark does not interfere or remotely cause confusion any more than the Allegis trademark causes confusion with Applicant's Mark.

As a separate positive position, the USPTO has issued numerous existing and live trademark registrations owned by parties other than Applicant and Allegis. Several contain the name, ALLEGIANCE (by itself, or with another term), in connection with numerous goods and services in various classes. Examples of live trademark ALLEGIANCE registrations owned by parties other than Applicant include, but are not limited to: ALLEGIANCE (registration number

4064289), ALLEGIANCE (registration number 4029600), ALLEGIANCE (registration number 3231683), ALLEGIANCE (registration number 4042715), ALLEGIANCE (registration number 3895163) and ALLEGIANCE (registration number 3914835). The USPTO registered all the above trademarks while Applicant's and Allegis' Mark were valid. Again, Applicant fails to understand how its Mark is confusingly similar with the Allegis trademark when so many other examples of issuance exist. See, Exhibit E to October 18, 2012 (Response to Office Action).

Further, Mr. Boone cites In re Shell Oil Co., which provides that most courts' position is that the prior registration is favored over newcomers. See, In re Shell Oil Co., 992 F.2d 1204, 1208 (Fed. Cir. 1993). Respectfully, that case and its reason do not apply. Per the above, Applicant is not a newcomer and in fact previously registered its Mark before Allegis.

**B. The Mark and the Prior Registrations Co-Existed for A Substantial Period of Time with No Confusion.**

Applicant's Mark and the Allegis trademark have co-existed for more than 15 years without any confusion. Lack of actual confusion of trademarks is a considerable element in the USPTO's determination in approving the application to register a trademark similar to that of another. See, United Biscuit Co. of America, Cust. & Pat. App. 1968, 404 F.2d 997, 56 C.C.P.A. 784, 160 U.S.P.Q. 44. After a lapse of substantial time, if no consumer appears to have been actually deceived as to origin of product, that fact is strongly probative of defense to an unfair competition claim that there is no likelihood of deception. See, Scotch Whisky Ass'n v. Majestic Distilling Co., Inc., C.A.4 (Md.) 1992, 958 F.2d 594, 22 U.S.P.Q.2d 1050, certiorari denied 113 S.Ct. 181, 506 U.S. 862, 121 L.Ed.2d 126.

Applicant, who is the "Owner of Mark" in Applicant's Application for the Mark, has operated its staffing agency for more than 15 years. Allegis Group, Inc. ("Allegis"), listed owner

of the Prior Registrations, has operated its staffing agency equally as long. Both companies became and continue to be successful and operate commercially without any actual confusion among consumers. If the Mark and Prior Registrations were likely to confuse, such confusion would have manifested itself at some point in over 15 years of business, which would have generated litigation or confusion.

**C. Applicant’s and Allegis’s Services and Trade Channels Are Not Related.**

Applicant’s services, although in staffing, are targeted to completely different users than the Allegis services. Even if some goods or services in question are related, trademarks are registerable if they are dissimilar in terms of appearance and commercial impression. See, Mfg. Co., Inc. v. Ritz Hotel, Ltd., 393 F.3d 1238 (U.S. Court of Appeals 2012) (Hotel chain's proposed “Ritz Hotel/Ritz Paris” mark and design for dinnerware, dish cleaning items, and floor and wall coverings was not likely to cause consumer confusion, despite textile seller's current use of “Ritz” mark for kitchen towels, and thus was registerable).

In a case dealing with very similar names and even products, the marketing channels were considered sufficiently different to permit issuance of the mark. See, Glow Industries, Inc. v. Lopez, 273 F.Supp.2d 1095 (C.D. 2003). In this case, the court determined the likelihood of confusion in a trademark infringement case concerning the “GLOW KIT” trademark. See Id. at 1125. This trademark, which was used with anti-aging products, was deemed to have been distributed through different marketing channels than the allegedly infringing “GLOW” trademark, which was used with cosmetics. See, Id. This was the court’s determination even though both products were advertised on the Internet. See, Id. The court distinguished the two since the advertising was directed at distinctly different marketing channels on the internet. See, Id. at 1125-1126.

Another factor that bolsters the Applicant's position that its Mark is not similar to the Allegis trademark, due to unrelated trade channels, is the conditions under which and to whom sales are made, i.e. "impulse" vs. careful, sophisticated purchasing. See, In re E.I. du Pont de Nemours & Co., at 1361. Whether consumers of a particular product are "discriminating purchasers" is applicable in determining if an applicant's applied-for trademark is confusingly similar. See, L. J. Mueller Furnace Co. v. United Conditioning Corp., Cust. & Pat. App. 1955, 222 F.2d 755 (C.C.P.A. 1955) (where air conditioning units of applicant for trademark and of opposer were expensive, and buyers of air conditioning units were generally architects, builders, or engineers who were discriminating buyers and were careful in their selection, the "discriminating purchaser" theory was applicable in opposition proceedings, in determining whether applicant's notation and registered trademarks of opposer were confusingly similar).

The Office Action indicated that Applicant and Allegis provide similar services and likely market in similar channels. Though Applicant and Allegis both provide staffing services, they provide such services to differing markets. Applicant provides staffing services to the following industries:

- (1) Light Industrial;
- (2) Fulfillment;
- (3) Hospitality;
- (4) Clerical;
- (5) Logistics; and,
- (6) Skilled Trades.

Please see the attached screen capture of Applicant's website noting same. See Exhibit F to October 18, 2012 (Response to Office Action).

Allegis provides staffing services to the following industries:

- (1) Technical, professional and industrial staffing;
- (2) IT staffing and consulting;
- (3) Managerial, professional and accredited accounting and financial staffing;
- (4) Human capital consulting and workforce management staffing; and
- (5) Outsourced sales solutions.

Please see the attached screen capture of Allegis' website noting same. See, Exhibit G to October 18, 2012 (Response to Office Action).

Consumers for the Applicant's services are "discriminating purchasers" similar to the consumers in L.J. Mueller Furnace. Consumers searching for an IT staffing and consulting position are not likely to be confused by a company with a completely different name who offers staffing in clerical, light industrial, skilled trades, etc. The marketing for both the Applicant and Allegis is targeted to their respective target consumers.

Likewise, the Applicant operates in the following states:

- (1) Alabama;
- (2) Arizona;
- (3) Florida;
- (4) Georgia;
- (5) Illinois;
- (6) Michigan;
- (7) Mississippi;
- (8) New Mexico;
- (9) North Carolina;

- (10) Pennsylvania;
- (11) South Carolina;
- (12) South Dakota;
- (13) Tennessee;
- (14) Texas; and,
- (15) Washington.

Please see the attached screen capture of Allegis' website noting same. See, Exhibit H to October 18, 2012 (Response to Office Action).

Allegis operates in all 50 states and all around the world. See, Exhibit I to October 18, 2012 (Response to Office Action). While these channels of commerce are similar and, in some cases, identical, Allegis does not operate under the name Allegis in the above mentioned states. Allegis operates under the following names and companies for the indicated industries (collectively the "Companies"):

- (1) Aerotek, Inc. for Technical, professional and industrial staffing;
- (2) TEKsystems for IT staffing and consulting;
- (3) Stephen James Associates for Managerial, professional and accredited accounting and financial staffing;
- (4) Workforce Management Solutions for Human capital consulting and workforce management staffing; and,
- (5) MarketSource for outsourced sales solutions.

Please see the attached screen capture of Allegis' website noting same (See, Exhibit J to October 18, 2012 (Response to Office Action.)). Thus, even where Applicant operates in the same region, the Mark cannot be confused with Allegis because Allegis does not market under that

name and the Mark certainly cannot be confused with any of the Companies. It is true that some of the same consumers may encounter both Applicant and Allegis in the marketplace, but the services are not being offered under confusingly similar trademarks so there is no risk that such would lead to the mistaken belief that they come from, or are in some way associated with, the same source.

**D. Mispronunciation Does Not Create Similarity.**

Mispronunciation of Applicant and Allegis does not create similarity sufficient to cause confusion. The only commonality of the two companies is the first 6 letters of the company.

Similarity of sound may be sufficient to indicate likelihood of confusion of trademarks, but does not necessarily do so. See, Sure-Fit Products Co. v. Saltzson Drapery Co., 254 F.2d 158 (C.C.P.A. 1958). Even with similarity of sound, that factor must be examined along with meaning and appearance to reach a sound conclusion in a given case. See, Id. at 160.

The Office Action stated that both the Mark and the Prior Registrations feature the term “Allegis.” We respectfully disagree with that statement. The term or phrase Allegis does not appear in the phrase “Allegiance Staffing.” The terms “Allegiance” and “Allegis” are completely distinct. In fact, only by mispronouncing one or the other might the names become similar.

**E. The Terms “Allegiance” and “Allegis” Have Different Meanings.**

Allegiance has a distinctly different meaning than Allegis. The meanings of words in a trademark is an important factor listed among the factors set forth in In re E.I. du Pont De Nemours & Co., citing the similarity of the marks as to appearance, sound, meaning, and overall commercial impression. See, In re E.I. du Pont De Nemours & Co. at 1361. The meaning of words in trademarks is often an important consideration in determining whether likelihood of

confusion exists. Where words have widely differing meanings that are well known and understood, small difference in spelling or appearance may be sufficient to distinguish them and avoid finding of confusing similarity. See, Seven-Up Co. v. Tropicana Products, Inc., 356 F.2d 567 (C.C.P.A. 1966).

Any of the three factors of: (1) similarity of sound; (2) meaning; or, (3) appearance may be sufficient to indicate likelihood of confusion of trademarks, but does not necessarily do so. All three factors must be examined to reach a sound conclusion in a given case. See, Sure-Fit Products Co. at v. Saltzson Drapery Co., at 160; In re Bed & Breakfast Registry, 791 F.2d 157 (U.S. Court of Appeals 1986) (finding that “Bed & Breakfast Registry” and “Bed & Breakfast International” were not confusingly similar in either sound or appearance, and words “registry” and “international” did not have the same meaning; therefore, registration of service mark “Bed & Breakfast Registry” for making lodging reservations for others in private homes should not have been refused on basis of likelihood of confusion of the mark with “Bed & Breakfast International” for room-booking agency services).

Allegiance means devotion or loyalty to a person, group or cause. See, Merriam Webster online m-w.com. See also, Exhibit D of October 12, 2012 (Response to Office Action). Allegis is a fabricated word. Consumers are not likely to confuse an actual word in the English language dictionary with a non-word created by a corporation to market its products. In re Bed & Breakfast Registry found that “Bed & Breakfast Registry” and “Bed & Breakfast International” were not confusingly similar in either sound or appearance, and words “registry” and “international” did not have the same meaning; therefore, registration of service mark “Bed & Breakfast Registry” for making lodging reservations for others in private homes should not have been refused on basis of likelihood of confusion of the mark with “Bed & Breakfast

International” for room-booking agency services. In that case the term “Bed & Breakfast” was exactly the same in both marks and the terms “registry” and “international” are both real words. Here, “ALLEGIANCE” and “ALLEGIS” are not exactly the same. One word is real and the other is not.

As noted by the Examiner, when comparing marks, the test is not whether the marks can be distinguished in a side-by-side comparison. Rather, the test is whether the marks are sufficiently similar *in their entirety* that confusion as to the source of the goods and/or services offered under applicant’s and registrant’s marks is likely to result (*emphasis added*). Midwestern Pet Foods, Inc. v. Societe des Produits Nestle S.A., 685 F.3d 1046, 1053, 103 USPQ2d 1435, 1440 (Fed. Cir. 2012); Edom Labs., Inc. v. Lichter, 102 USPQ2d 1546, 1551 (TTAB 2012); Trademark Manual Of Examining Procedure §1207.01(b). For that reason, the test for likelihood of confusion is not whether the marks can be distinguished in a side-by-side comparison; the question is whether the marks create the same overall impression. See, Recot, Inc. v. M.C. Becton, 214 F.3d 1322, 1329-30, 54 USPQ2d 1894, 1899 (Fed. Cir. 2000); Visual Info. Inst., Inc. v. Vicon Indus. Inc., 209 USPQ 179, 189 (TTAB 1980). The focus is on the recollection of the average purchaser, who normally retains a general rather than specific impression of trademarks. L’Oreal S.A. v. Marcon, 102 USPQ2d 1434, 1438 (TTAB 2012); Sealed Air Corp. v. Scott Paper Co., 190 USPQ 106, 108 (TTAB 1975); TMEP §1207.01(b).

The Examiner argues that in this case, the Applicant’s mark “ALLEGIANCE STAFFING” creates a similar commercial impression to the Allegis Registrations, all of which feature the term “ALLEGIS” as the key distinctive portion. The Examiner further asserts that “ALLEGIANCE” and “ALLEGIS”, “...share strong similarities of sound and appearance, and in

fact, 'ALLEGIS' appears to be a play on the term 'allegiance' in particular, given that no other English word exists that begins 'ALLEGI-'.

The Examiner concludes, without any supporting evidence that "ALLEGIS" appears to be a play on the term "ALLEGIANCE." These two terms are significantly different. "ALLEGIS" has only 7 letters, while "ALLEGIANCE" has 10. The last syllable of both terms is also visually and phonetically different: "GIS" does not look similar to "GIANCE", the "S" after "GI" in the Allegis Registrations is very different from the "ANCE" after "GI" in Applicant's mark, especially considering the "N" in the last syllable of Applicant's mark creates a phonetically distinguishable sound. Moreover, as admitted by the Examiner, the word "ALLEGIANCE" in Applicant's Mark is a word defined in the English dictionary, while "ALLEGIS" is an arbitrary term made up by the Registrant. See, Exhibit A to November 12, 2013 Request for Reconsideration. This difference is abundantly important in considering the overall commercial impression of the marks. ALLEGIS does not have a connotation other than its association with Registrant's services, but the term "ALLEGIANCE" in Applicant's Mark not only serves as part of a source identifier of Applicant but also connotes the idea of loyalty as supported by its most common dictionary definition. See, Id. This point clearly supports the distinguishable nature of the marks. Indeed, in Applicant's own advertising on its website, it uses the term ALLEGIANCE in its normal sense of the word. See, Exhibit B to November 12, 2013 (Request for Reconsideration).

Furthermore, the Examiner's arguments give too little weight to the distinguishing nature of the term "STAFFING" in Applicant's mark. Applicant respectfully argues that each mark must be viewed in its entirety. Otherwise, dissection of a mark may result in a false sense of the consumer's perception of the mark. This perception is a general rather than a specific

recollection of the mark as it appears in the marketplace, It is an improper dissection of a mark to focus upon one allegedly prominent feature of a mark and decide likely confusion solely upon that feature, while ignoring all other elements of the mark. See, Franklin Mint Corp. v. Master Mfg. Co., 667 F.2d 1005, 212 U.S.P.Q. 233 (C.C.P.A. 1981) (“It is axiomatic that a mark should not be dissected and considered piecemeal; rather, it must be considered as a whole in determining likelihood of confusion.”); See, Sun-Fun Products, Inc. v. Suntan Research & Development, Inc., 656 F.2d 186, 213 U.S.P.Q. 91 (5th Cir. 1981) (the test is “overall impression,” not a “dissection of individual features”).

Although the marks both include the common letters “ALLEGI”, there are considerable distinctions in sight, sound, and meaning when Applicant’s Mark and the Allegis Registrations are compared *in their entirety*. Of the seven marks cited by the Examiner, only one of the Allegis Registrations has the same number of syllables as Applicant’s Mark – both “ALLEGIANCE STAFFING” and “ALLEGIS PARTNERS” have five syllables. Comparing these two marks, “ALLEGIANCE” and “ALLEGIS” are distinguishable as discussed above. The word “STAFFING” in Applicant’s mark is not similar to or synonymous with the word “PARTNERS” in the cited mark. Nor do these marks sound similar when pronounced audibly *in their entirety*: “ALLEGIANCE STAFFING” vs. “ALLEGIS PARTNERS”.

In comparing Applicant’s mark to the other six Allegis Registrations, not only are “ALLEGIANCE” and “ALLEGIS” distinguishable in each of the marks as discussed above, but Applicant’s mark includes the term “STAFFING” which further sets it apart from the cited mark “ALLEGIS”. Applicant’s mark is two words and the cited mark is only one. Applicant’s Mark also sets it apart from the other Allegis Registrations because “STAFFING” in Applicant’s Mark is not similar to or synonymous with the words “GROUP”, “GROUP SERVICES”, “SERVICES

INDIA”, “RECRUITMENT PROCESS OUTSOURCING”, or “RPO”. In view of the foregoing distinguishing characteristics of the marks, Applicant submits that the consuming public would not single out common letters “ALLEGI” and find those to be the dominant part of either Applicant’s Mark or the Allegis Registrations.

Applicant further submits that although “STAFFING” is an arguably descriptive term and appropriately disclaimed as part of the subject application, the disclaimer does not remove the term from the mark.

It is true that common elements exist between Applicant’s Mark and the Allegis Registrations. Nevertheless, under the correct overall impression analysis, there is no rule that confusion is automatically probable if an applicant has a mark that contains part of another’s mark. Such is especially the case when there are other terms in Applicant’s Mark and the Allegis Registrations that serve to further distinguish their commercial impressions. The existence of common letters in Applicant’s Mark as compared to the Allegis Registrations is inconsequential in light of the different commercial and overall impressions presented by each of the marks. Again, viewing the relevant marks in their entirety, it is evident that Applicant’s Mark is sufficiently dissimilar from the Allegis Registrations so as to avoid any likelihood of confusion in the marketplace.

Applicant submits that even in situations where marks share elements, there can be cases where there is clearly no likelihood of confusion, if proper weight is accorded to the great differences between the overall marks in their entirety. Such is the case at hand. For the reasons set forth above, consumers encountering Applicant’s “ALLEGIANCE STAFFING” mark alongside the Allegis Registrations containing the common arbitrary term “ALLEGIS” are not likely to confuse the marks and mistake the underlying sources of the services provided

under the marks. Accordingly, Applicant respectfully requests approval of its application for publication.

**F. “Staffing” is an Integral Part of the Mark.**

The word, “Staffing”, in Allegiance Staffing is an integral part of its Mark, which makes it distinct from Allegis. A paramount factor in determining whether to register a trademark in view of opposition of the holder of another mark is the overall commercial impression derived by viewing the marks in their entirety to determine whether a likelihood of confusion exists. See, New England Fish Co. v. Hervin Co., 511 F.2d 562 (C.C.P.A. 1975); and American Home Products Corp. v. B.F. Ascher & Co., Inc., 473 F.2d 903 (C.C.P.A. 1973) (where marks sought to be registered were AYR Tab and AYR, ASCHER, the word “Tab,” though disclaimed in the former, cannot be ignored in determining likelihood of confusion). Each case requires consideration of the effect of the *entire mark* including any term in addition to that which closely resembles the opposing mark. See, Rockwood Chocolate Co., Inc. v. Hoffman Candy Co., 372 F.2d 552 (C.C.P.A. 1967).

The term “STAFFING” *is* an integral part of the Mark. The Office Action correctly pointed out that one must consider similar marks in their entirety, but followed by stating that the term “STAFFING” is merely descriptive, generic, and does not distinguish the Mark. The Office Action then completely disregarded the word. To consider the Mark in its entirety you must include the term STAFFING. We respectfully do not interpret the law to permit the USPTO to pick and choose what parts of the Mark may be similar and disregard the remainder. In American Home Products Corp., the court stated that where marks sought to be registered were AYR Tab and AYR, ASCHER, the word “Tab,” though disclaimed in the former, cannot be ignored in determining likelihood of confusion. See, Id. at 904. Likewise, we urge the

USPTO to consider, and not ignore, the term “STAFFING” even though Applicant shall disclaim such term.

**G. Similar Trademarks Are Not in Use on Similar Goods.**

The USPTO has not issued any similar trademarks on similar goods. Another DuPont factor to consider in determining whether marks are confusingly similar is the number and nature of similar marks in use on similar goods. See, In re E.I. du Pont de Nemours & Co., at 1361. To the best of Applicant’s knowledge, Applicant and Allegis are the only trademarks that are remotely similar in the staffing industry.

**III.**  
**CONCLUSION**

The relevant factors strongly favor finding that Applicant’s Mark, ALLEGIANCE STAFFING, is not likely to cause confusion with the Allegis Registrations because:

- (1) The USPTO approved the Mark, the Prior Registrations, and many similar marks;
- (2) Both Applicant and Allegis Group co-existed for nearly two decades with no instance of confusion;
- (3) Applicant and Allegis Group do not operate in similar trade channels;
- (4) Allegiance and Allegis are two separate words with Allegiance having an actual, legal definition and Allegis being a word completely made up by Allegis Group;
- (5) Applicant and Allegis have very different meanings;
- (6) Applicant utilizes the word, “Staffing” as an integral part of its Mark; and,
- (7) Similar marks are not in use.

Respectfully, the Examining Attorney has failed to meet his burden to demonstrate the Applicant's Mark is confusingly similar to the Allegis Registrations. In light of the above, Applicant respectfully requests that the Board approve the Mark's registration.

Dated this 31<sup>st</sup> day of January, 2014



---

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2202 Timberloch Place, Suite 250  
The Woodlands, Texas 77380  
Telephone: (281) 681-3004  
Facsimile: (281) 681-3007

# **EXHIBIT A**

**Offered by Applicant, Allegiance Staffing, LLC, a Texas limited liability company, for the mark “ALLEGIANCE STAFFING”, Serial No. 85663950.**



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**Typed Drawing**

**Word Mark** ALLEGIANCE STAFFING  
**Goods and Services** (CANCELLED) IC 035. US 100 101 102. G & S: temporary employment agency services provided to others, not including hospitals and healthcare providers. FIRST USE: 19990331. FIRST USE IN COMMERCE: 19990331  
**Mark Drawing Code** (1) TYPED DRAWING  
**Serial Number** 75631417  
**Filing Date** February 1, 1999  
**Current Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** October 5, 1999  
**Registration Number** 2507546  
**Registration Date** November 13, 2001  
**Owner** (REGISTRANT) Booth, James INDIVIDUAL UNITED STATES 2501 Centennial Drive, Suite 109 Arlington TEXAS 76011  
 (LAST LISTED OWNER) ALLEGIANCE STAFFING, LLC LIMITED LIABILITY COMPANY OHIO 5706 ROOT ROAD #4 SPRING TEXAS 77389  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Jimmy V. Knighton II  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STAFFING" APART FROM THE MARK AS SHOWN  
**Type of Mark** SERVICE MARK

# **EXHIBIT B**

**Offered by Applicant, Allegiance Staffing, LLC, a Texas limited liability company, for the mark “ALLEGIANCE STAFFING”, Serial No. 85663950.**

Print: Oct 18, 2012

75814051

**DESIGN MARK**

**Serial Number**

75814051

**Status**

REGISTERED AND RENEWED

**Word Mark**

ALLEGIS GROUP

**Standard Character Mark**

No

**Registration Number**

2516311

**Date Registered**

2001/12/11

**Type of Mark**

SERVICE MARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(1) TYPED DRAWING

**Owner**

ALLEGIS GROUP, INC CORPORATION MARYLAND 7301 PARKWAY DRIVE HANOVER  
MARYLAND 21076

**Goods/Services**

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Personnel  
placement and recruitment for temporary and permanent positions.  
First Use: 2000/03/01. First Use In Commerce: 2000/03/01.

**Disclaimer Statement**

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

**Filing Date**

1999/10/04

**Examining Attorney**

PAGE, AMY

**Attorney of Record**

SHERRY H. FLAX

# **ALLEGIS GROUP**

# **EXHIBIT C**

**Offered by Applicant, Allegiance Staffing, LLC, a Texas limited liability company, for the mark “ALLEGIANCE STAFFING”, Serial No. 85663950.**

Print: Oct 18, 2012

85487095

**DESIGN MARK**

**Serial Number**  
85487095

**Status**  
REGISTERED

**Word Mark**  
ALLEGIS PARTNERS

**Standard Character Mark**  
Yes

**Registration Number**  
4207811

**Date Registered**  
2012/09/11

**Type of Mark**  
SERVICE MARK

**Register**  
PRINCIPAL

**Mark Drawing Code**  
(4) STANDARD CHARACTER MARK

**Owner**  
Allegis Group, Inc. CORPORATION MARYLAND 7301 Parkway Drive Hanover  
MARYLAND 21076

**Goods/Services**  
Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Employment  
hiring, recruiting, placement, staffing and career networking  
services; Employment recruiting consultation; Personnel placement and  
recruitment; Professional staffing and recruiting services; Providing  
on-line interactive employment counseling and recruitment services.  
First Use: 2012/03/15. First Use In Commerce: 2012/03/15.

**Prior Registration(s)**  
2516311;2888615;3350905

**Disclaimer Statement**  
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PARTNERS" APART FROM  
THE MARK AS SHOWN.

**Filing Date**  
2011/12/05

**Print: Oct 18, 2012**

**85487095**

**Examining Attorney**  
HAYES, GINA

**Attorney of Record**  
Sherry H. Flax

# ALLEGIS PARTNERS

# **EXHIBIT D**

**Offered by Applicant, Allegiance Staffing, LLC, a Texas limited liability company, for the mark “ALLEGIANCE STAFFING”, Serial No. 85663950.**



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# allegiance



## allegiance

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3 ENTRIES FOUND:

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- allegiance
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- natural allegiance

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al·le·giance **noun** \ə-'lē-jən(t)s\

### Definition of ALLEGIANCE

- a** : the obligation of a feudal vassal to his liege lord
  - b** (1) : the fidelity owed by a subject or citizen to a sovereign or government (2) : the obligation of an alien to the government under which the alien resides
- 2** : devotion or loyalty to a person, group, or cause

— **al·le·giant** **adjective**

See allegiance defined for English-language learners »

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### Examples of ALLEGIANCE

He owes *allegiance* to them for all the help they have

A  
C  
H  
a  
y  
A  
L  
C  
D  
H  
C

M

S

T  
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allegis



# allegis

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Quiz

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- 2. Alagoas
- 3. ileitis
- 4. ageless
- 5. Elytis
- 6. haggis
- 7. elegize
- 8. Aggeus
- 9. Alcaeus
- 10. El Giza
- 11. galleass
- 12. alexia
- 13. aldose
- 14. Galois
- 15. Agulhas
- 16. gallus
- 17. Achilles
- 18. headless
- 19. illegalize



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# **EXHIBIT E**

**Offered by Applicant, Allegiance Staffing, LLC, a Texas limited liability company, for the mark “ALLEGIANCE STAFFING”, Serial No. 85663950.**



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# ALLEGIANCE

**Word Mark** ALLEGIANCE  
**Goods and Services** IC 028. US 022 023 038 050. G & S: Fishing rods. FIRST USE: 20101100. FIRST USE IN COMMERCE: 20101100  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 85096488  
**Filing Date** July 30, 2010  
**Current Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** January 11, 2011  
**Registration Number** 4064289  
**Registration Date** November 29, 2011  
**Owner** (REGISTRANT) Penn Fishing Tackle Mfg. Company CORPORATION PENNSYLVANIA 3028 W. Hunting Park Avenue Philadelphia PENNSYLVANIA 191321121  
**Attorney of Record** Julie C. VanDerZanden  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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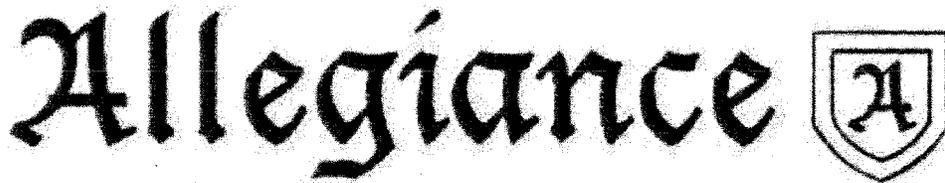
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<b>Word Mark</b>	ALLEGIANCE A
<b>Goods and Services</b>	IC 025. US 022 039. G & S: WEARING APPAREL, NAMELY, SHIRTS, T-SHIRTS, PANTS, SHORTS, JACKETS, HATS, AND VISORS. FIRST USE: 20050101. FIRST USE IN COMMERCE: 20060114
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Search Code</b>	24.01.03 - Shields or crests with letters, punctuation or inscriptions contained therein or superimposed thereon
<b>Serial Number</b>	85019440
<b>Filing Date</b>	April 21, 2010
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	February 8, 2011
<b>Registration Number</b>	4029600
<b>Registration Date</b>	September 20, 2011
<b>Owner</b>	(REGISTRANT) Ralph's Sportswear, LLC DBA Allegiance LIMITED LIABILITY COMPANY CALIFORNIA 2455 Canyon Creek Road Escondido CALIFORNIA 92025
<b>Attorney of Record</b>	Kit M. Stetina



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# ALLEGIANCE

**Word Mark** ALLEGIANCE  
**Goods and Services** IC 019. US 001 012 033 050. G & S: Concrete segmental retaining wall units. FIRST USE: 20060612. FIRST USE IN COMMERCE: 20060612  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 78870873  
**Filing Date** April 27, 2006  
**Current Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** August 15, 2006  
**Registration Number** 3231683  
**Registration Date** April 17, 2007  
**Owner** (REGISTRANT) County Materials Corporation CORPORATION WISCONSIN 205 North Street Marathon WISCONSIN 54448  
**Attorney of Record** Lori S. Meddings  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# ALLEGIANCE

<b>Word Mark</b>	ALLEGIANCE
<b>Goods and Services</b>	IC 014. US 002 027 028 050. G & S: Jewelry. FIRST USE: 20100400. FIRST USE IN COMMERCE: 20100400
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	77930523
<b>Filing Date</b>	February 8, 2010
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	June 8, 2010
<b>Registration Number</b>	4042715
<b>Registration Date</b>	October 18, 2011
<b>Owner</b>	(REGISTRANT) Scott Kay, Inc. CORPORATION NEW JERSEY 780 Palisade Avenue Teaneck NEW JERSEY 07666
<b>Attorney of Record</b>	Kenneth S. Weitzman
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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# ALLEGIANCE

<b>Word Mark</b>	<b>ALLEGIANCE</b>
<b>Goods and Services</b>	IC 033. US 047 049. G & S: Wine. FIRST USE: 20100615. FIRST USE IN COMMERCE: 20100801
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	77861920
<b>Filing Date</b>	October 30, 2009
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	April 6, 2010
<b>Registration Number</b>	3895163
<b>Registration Date</b>	December 21, 2010
<b>Owner</b>	(REGISTRANT) Nixon, Peter INDIVIDUAL UNITED STATES 2423 Marin St. Napa CALIFORNIA 94558
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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# ALLEGIANCE

**Word Mark** ALLEGIANCE  
**Goods and Services** IC 019. US 001 012 033 050. G & S: Laminate flooring. FIRST USE: 20100905. FIRST USE IN COMMERCE: 20100905  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 77710316  
**Filing Date** April 9, 2009  
**Current Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** November 17, 2009  
**Registration Number** 3914835  
**Registration Date** February 1, 2011  
**Owner** (REGISTRANT) Columbia Insurance Company CORPORATION NEBRASKA 3024 Harney Street Omaha NEBRASKA 68131  
**Attorney of Record** Lisa A. Iverson  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR).  
**Live/Dead Indicator** DEAD  
**Cancellation Date** June 15, 2012

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# **EXHIBIT F**

**Offered by Applicant, Allegiance Staffing, LLC, a Texas limited liability company, for the mark “ALLEGIANCE STAFFING”, Serial No. 85663950.**

LIGHT INDUSTRIAL | FULFILLMENT | HOSPITALITY | CLERICAL | LOGISTICS | SKILLED TRADES | EMPLOYEE

## THE ALLEGIANCE STAFFING DIFFERENCE

Would you buy a forklift from an office supply store? Would you buy a copier from a furniture store?

***Of course not.***

Then why do so many businesses insist on partnering with staffing firms who don't know their industry? That won't be a problem with Allegiance Staffing. As staffing specialists, we focus on providing the highest quality workers in a few specialized areas.

- Light Industrial
- Fulfillment
- Hospitality
- Clerical
- Logistics
- Skilled Trades

**Hire right the first time and every time.**

Discover the difference that a *98 percent order fill rate, 7 percent turnover rate and 97 percent on-time arrival* can make in your business.

**Contact Allegiance Staffing today.**



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# **EXHIBIT G**

**Offered by Applicant, Allegiance Staffing, LLC, a Texas limited liability company, for the mark "ALLEGIANCE STAFFING", Serial No. 85663950.**



[Home](#) » [Allegis Group Recruiting and Staffing Divisions](#)

## Allegis Group has Specialized Divisions to Serve the Unique Needs of Your Company

Allegis Group understands that the right employee can make all the difference in the success of your business. Finding the right person with the right skill set is critical to your company but can also be taxing on your internal resources. That's where Allegis Group can help. We have [specialty divisions](#) that are focused on finding staff to meet the unique needs of your company.

Our complete recruiting and staffing solutions include:

- [Technical, professional and industrial staffing](#)
- [IT staffing and consulting](#)
- [Managerial, professional and accredited accounting and financial staffing](#)
- [Managed services, recruitment process outsourcing and human capital consulting](#)
- [Outsourced sales solutions](#)

### Recruiting, Screening and Hiring the Most Qualified Candidates

Allegis Group takes a consultative approach to finding you the right staff. Our proven staffing and hiring process encompasses three core phases:

- **Recruiting**  
We source our professionals from a myriad of quality sources, understanding that the diversity of our candidates makes our client-matching process even more robust and reliable. Our professionals are recruited from a variety of online sources, including our own proprietary job board, [Thingamajob](#) as well as through networking and personal referrals.
- **Screening**  
Our comprehensive screening process is helpful in determining the skills, experience, and fit of each of our candidates. This process ranges from an initial in-person meeting to a complete reference and background investigation.
- **Performance Monitoring**  
Our staffing process doesn't stop once a candidate has been placed. Instead we will monitor a candidate's performance on a continual basis to ensure we are providing you with the highest level of service in the industry.

### Our Staffing Services Extend Beyond the United States

Our growing international presence ensures that we can find the resources you need in the markets where you do business. Through our [network of offices](#) stretching from Canada to Europe, Allegis Group continues to provide the highest quality personnel throughout a wide range of world-wide industries. [Choose from our complete international staffing services.](#)

Want to learn more about Allegis Group? [See how our extensive staffing services can meet your needs.](#)

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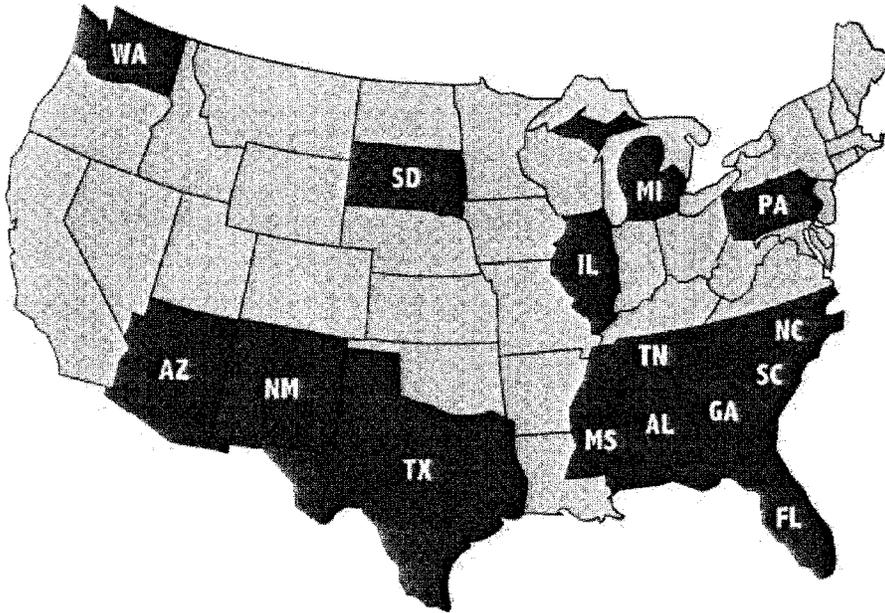


# **EXHIBIT H**

**Offered by Applicant, Allegiance Staffing, LLC, a Texas limited liability company, for the mark “ALLEGIANCE STAFFING”, Serial No. 85663950.**

## CONTACT ALLEGIANCE STAFFING

Allegiance has more than 17 branches nationally to serve all of your staffing needs. Click on the state below to find the branch nearest you.



### Alabama

Alexander City  
207 South Central Avenue  
Alexander City, AL 35010  
256-329-3477 office  
256-329-9525 fax

**Opelika**

1220 Fox Run Ave  
Suite A-3  
Opelika, AL 36801  
334-737-6152 office  
334-737-6154 fax

**Montgomery/Wetumpka**

635 Coosa River Parkway  
Wetumpka, AL 36092  
334-567-3476 office  
334-567-0204 fax

**Arizona**

**Phoenix**

323 E. McDowell Road  
Phoenix, AZ 85004  
602-252-4000 office  
602-252-4004 fax

**Florida**

**Jacksonville**

1820 King Avenue  
Jacksonville, FL 32207  
904-398-2005 office  
904-398-7357 fax

**Georgia**

**LaGrange**

374 South Davis Road, Ste. D  
LaGrange, GA 30240  
706-443-5337 office  
706-443-5339 fax

**Illinois**

**Chicago**

215 Remington Blvd, Ste. D  
Bolingbrook, IL 60440  
630-226-1727 office  
630-226-1931 fax

**Michigan**

**Fraser**

32064 Utica Road  
Fraser, MI 48026  
586-296-7714 office  
586-296-7037 fax

**Mississippi**

**Jackson**  
305 W. Lorenz Blvd.  
Jackson, MS 39213  
601-362-3627 office  
601-362-0570 fax

**New Mexico**

**Albuquerque**  
115 Quincy St. NE  
Albuquerque, NM 87108  
505-346-1436 office  
505-346-1439 fax

**North Carolina**

**Charlotte**  
7701 Sharon Lakes Road, Ste.O  
Charlotte, NC 28210  
704-556-1770 office  
704-556-0633 fax

294 W. Plaza Drive., Suite 7G  
Mooresville, NC 28117  
704-663-5080

**Raleigh**  
1100 Logger Court  
Raleigh, NC 27609  
919-615-2015 office  
919-615-2018 Fax

**Pennsylvania**

**Lancaster**  
1 S. Prince Street  
Lancaster, PA 17603  
717-391-6000 office  
717-391-9740 Fax

**Pittsburgh**  
950 Greentree Suite 302  
Pittsburgh, PA 15220  
412-458-5535 office  
412-875-5787 Fax

**South Carolina**

**Simpsonville**  
1312 Old Stage Road, Suite A

Simpsonville, SC 29681  
864-269-5511 office  
864-269-7766 fax

**West Columbia**  
129 Cromer Road  
West Columbia, SC 29073  
803-936-1006 office  
803-936-9725 fax

**South Dakota**

**Sioux Falls**  
1600 W 12th St  
Sioux Falls SD 57104  
605-333-0000 office  
605-332-5359 fax

**Tennessee**

**Nashville**  
2323 Murfreesboro Road  
Nashville, TN 37217  
615-859-1070 office  
615-859-1699 fax

**Texas**

**Dallas**  
3201 W. Airport Frwy. Suite 103  
Irving, TX 75062  
972-554-6565 office  
972-554-4667 fax

**El Paso**  
6065 Montana Ste. A-10  
El Paso, TX 79925  
915-779-5900 office  
915-771-7491 fax

**Houston**  
1600 W. Sam Houston Pkwy North  
Houston, TX 77043  
713-722-0220 office  
713-722-0285 fax

12705 S. Kirkwood, Ste. 120  
Stafford, TX 77477  
281-277-8367 office  
281-277-0334 fax

**San Antonio**  
3740 Colony Dr

San Antonio, TX 78230  
210-735-3636 office  
210-735-6868 fax

**Washington**

**Seattle Area**

400 Industry Drive., Ste. 100  
Tukwila, WA 98188  
253-854-7000 office  
253-813-3600 fax

13704 24th St E  
Sumner, WA 98390  
253-750-0046 office  
253-750-4171 fax



# **EXHIBIT I**

**Offered by Applicant, Allegiance Staffing, LLC, a Texas limited liability company, for the mark “ALLEGIANCE STAFFING”, Serial No. 85663950.**



[Home](#) » [Locations](#)

## Locations - Recruiting, Staffing and Workforce Management Solutions

Including all of its affiliate company locations, Allegis Group, Inc. has more than 300 offices worldwide, **including our Corporate Headquarters in Hanover, Maryland**. Allegis Group's global footprint is vast and includes providing recruiting, staffing and human capital business services in the United States, Canada, Mexico, Puerto Rico, Europe, Middle East, and Asia markets. Allegis Group also has an extensive partner network to provide support to our clients in the EMEA, APAC and Americas where we do not currently have a physical office.

### United States

- [Aerotek](#)
- [Stephen James](#)
- [TEKsystems](#)
- [Allegis Group Services](#)
- [Allegis RPO](#)

### Puerto Rico

- [Aerotek](#)

### Canada

- [Aerotek](#)
- [TEKsystems](#)

### India

- Allegis Group in India provides IT Services, Engineering Services, Recruitment & Staffing Services and Sales & Marketing Solutions.

### China

- [Allegis BN](#) Recruiting and direct placement for multi-national firms

### Singapore

- Allegis Group in Singapore provides technical, professional, and industrial recruiting and staffing services throughout the Singapore.

### United Kingdom

- [Aerotek United Kingdom](#) - Provides technical, professional, and industrial recruiting and staffing services throughout the United Kingdom.

- [TEKsystems United Kingdom](#) - Provides IT staffing and consulting services throughout the United Kingdom.

### **Netherlands**

- [Aerotek Netherlands](#) Provides technical, professional, and industrial recruiting and staffing services throughout the Netherlands.
- [TEKsystems Netherlands](#) Provides IT staffing and consulting services throughout the Netherlands.

### **Germany**

- [Aerotek Germany](#) Provides technical, professional, and industrial recruiting and staffing services throughout Germany.
- [TEKsystems Germany](#) Provides IT staffing and consulting services throughout Germany.

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# **EXHIBIT J**

**Offered by Applicant, Allegiance Staffing, LLC, a Texas limited liability company, for the mark “ALLEGIANCE STAFFING”, Serial No. 85663950.**



[Home](#) » [Staffing Solutions](#) » [Staffing Services](#) » [Aerotek](#)

## Staffing and Managed Services Programs

[Aerotek® Inc.](#) is a leading provider of technical, professional and industrial staffing services. With nearly three decades in the recruiting and staffing industry, Aerotek has the knowledge and skills to deliver the perfect fit between a candidate and an employer.

### Looking for a staffing agency to provide quality staffing solutions?

Aerotek provides high quality staffing services to ensure you receive the right employee the first time. We start by understanding the attributes that your ideal candidate should possess and then identify, screen and select the right person. We go beyond the initial steps of recruiting and staffing to prepare contract employees for success and our regular follow-up with our contract employees helps keep them satisfied in their position.

Find out more about Aerotek's [staffing services](#).

### Industries & Segments Served by Aerotek

Aerotek provides contract, contract-to-hire and direct placement staffing services in the following areas:

- [Architecture Staffing](#)
- [Automotive Staffing](#)
- [Construction Staffing](#)
- [Energy Staffing](#)
- [Engineering Staffing](#)
- [Environmental Staffing](#)
- [Aerospace & Defense Staffing](#)
- [Aviation Staffing](#)
- [Scientific Staffing](#)
- [Clinical Research Staffing](#)
- [Administrative Health Services](#)
- [Administrative Staffing](#)
- [Accounting & Finance Staffing](#)
- [Call Center Staffing](#)
- [Mortgage Staffing](#)
- [Labor Staffing](#)
- [Manufacturing Staffing](#)

[Contact Aerotek](#) to see how our staffing services can save you time, money, and find you a qualified employee that is the perfect fit.

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[Home](#) » [Staffing Solutions](#) » [Staffing Services](#) » [MarketSource](#)

## Outsourced Sales and Marketing Solutions

For 35 years, mid-sized and large firms have trusted MarketSource's sales and marketing out-sourced services to accelerate their revenue growth and control costs. MarketSource designs and deploys field sales and marketing teams in just weeks while simultaneously generating sales.

Our experience in building, managing, and driving direct and indirect commercial channels and retail sales through integrating people, process, and technology enables clients to get the best return from every solution. Our industry leading recruiting and training processes and sales methodology deliver superior results.

[Discover how MarketSource can manage and implement your next sales program.](#)

### **MarketSource provides managed sales services to become your proven partner in the B2B and B2C markets.**

#### **Business-to-Business (B2B)**

MarketSource's commercial business segment focuses on end user and business partner support by providing:

- Direct sales to end users
- Sales through distribution partners, dealers and resellers
- Sales support to client field sales representatives

> "Successful execution drives results based on fact, not intuition." [Learn more about MarketSource's approach to proven sales and marketing success.](#)

#### **Business-to-Consumer (B2C)**

MarketSource provides a hands-on experience that helps drive purchases and enhance the consumer experience with your brand. Our services include:

- Relationship development
- Training and advocacy
- Assisted selling
- Product Demonstration

Allow MarketSource to become an extension of your sales team. [Learn more about our integrated sales and marketing approach.](#)



[Home](#) » [Staffing Solutions](#) » [Staffing Services](#) » TEKsystems

## Ranked Number One in the Industry Since 2000

TEKsystems® brings together an unparalleled network of credentialed IT professionals, real-world insight into how IT gets done and demonstrated methods that optimize business' most variable and only renewable asset - human capital. We provide IT staffing solutions, IT talent management expertise and IT services to help organizations achieve their business needs.

### Looking to hire IT professionals?

TEKsystems offers [IT staffing solutions](#) to help organizations secure and optimize their IT workforce. Our skill network includes:

[Applications Staffing Services](#)

[Network Infrastructure Staffing Services](#)

[IT Support Staffing Services](#)

### Need some advice on how to win the war for IT talent?

TEKsystems believes that people are at the center of any successful initiative. We offer [IT talent management expertise](#) to help our clients attract, develop and retain IT professionals. Our ability to share our insights with clients positions us to drive outcomes that are on time, within budget and meet quality standards.

### Seeking a partner to help manage IT and business outcomes?

[TEKsystems Global Services](#)® leverages our unique perspective within our clients' organizations and our extensive network to design proven IT services that not only work in theory but also where it matters most - in practice.

TEKsystems offers managed, project-based and outsourced IT services in the following areas:

- **Applications Services**
  - [Application Development](#)
  - [Application Management](#)
  - [Data Services](#)
  - [ERP Support Services](#)
  - [Applications Managed IT Services](#)
  - [Mobility Services](#)
  - [Quality Assurance and Testing](#)
  
- **Infrastructure Services**

- [Technology Deployment](#)
- [Infrastructure Managed IT Services](#)
- [Outsourced IT Support Services](#)
  
- **Training and Education Services**
  - [IT and Business Training](#)
  - [Custom Training Solutions](#)
  - [Business Process Outsourcing](#)

[Contact TEKsystems](#) to see how we can work together.

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[Home](#) » [Staffing Solutions](#) » [Staffing Services](#) » [Stephen James](#)

## Accounting and Finance Recruiting and Staffing Services

Stephen James Associates specializes in the recruitment of staff through managerial level talent in the areas of accounting and finance. We provide our clients fully screened and qualified candidates with experience in accounting, finance, audit, tax and treasury.

### What Makes Us Different

When working with Stephen James Associates, you can be assured that you are working with industry-focused professionals who understand your business, your market and your position requirements. By continuously engaging with active and passive candidates, we have developed a network of top accounting and finance talent in each local market. This allows us to more efficiently source candidates and only present those that meet the specifications of your requirements and your culture.

### Flexible Agreements

To accommodate the dynamics of today's economy, Stephen James Associates is able to partner with clients through several flexible staffing solutions to provide top talent on a contract, contract-to-hire or permanent basis.

[Looking to Hire?](#) Learn why leading companies turn to Stephen James Associates for their accounting and finance recruitment services.

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[Home](#) » [Staffing Solutions](#) » [Staffing Services](#) » Allegis Group Services

## Human Capital Consulting, Workforce Management Solutions and Retained Executive Search

Companies that depend on a large and dynamic contingent workforce face unique operating challenges. Allegis Group Services can help. Through services that range from [human capital consulting](#) to [complete workforce management](#), **Allegis Group Services can help dramatically improve the performance and efficiency of your contingent workforce program.**

### Looking for a Better Way to Manage your Contingent Workforce?

Allegis Group Services can help you gain more control and optimize your contingent workforce. Our services include:

#### Human Capital Consulting

Allegis Group Services has the knowledge and expertise you need to resolve your contingent employment issues. We are one of the [industry's most trusted sources for Human Capital Consulting](#), specializing in providing:

- Best practices for contingent workforce management
- Managed Service Provider solutions
- Recruitment process outsourcing
- Procure-to-payment process optimization and more.

Discover how Allegis Group Services can help [help improve your bottom line](#).

#### Workforce Management

Allegis Group Services offers a full suite of workforce management solutions to help [streamline your entire contingent workforce program](#) and offer bottom-line benefits to your business.

#### True Cost Reductions

Allegis Group Services can help you save money by aligning rate cards, eliminating unnecessary spending and other strategies. We can also help you reduce soft costs through improved productivity, process efficiency, and maximizing existing workforce resources.

#### Improve Productivity

Allegis Group Services can help improve fulfillment rates and cycle times and simplify processes for you and your suppliers. We can also enhance the productivity of your workforce by simplifying processes for time and expense entry.

### Reduce Risk

Allegis Group Services can reduce business risks by ensuring traceable and auditable transactions, ensuring full regulatory compliance, and controlling co-employment risks.

### Retained Executive Search and Advisory Services

Through Allegis Partners we serve the needs of our highest level clients. Our services include:

- Retained Executive Search
- Workforce Optimization
- Business Analytics
- Talent Attraction Strategies
- HR Consulting

[Get more from your contingent workforce - Contact Allegis Group Services.](#)

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[Home](#) » [Staffing Solutions](#) » [Staffing Services](#) » MarketSource

## Outsourced Sales and Marketing Solutions

For 35 years, mid-sized and large firms have trusted MarketSource's sales and marketing out-sourced services to accelerate their revenue growth and control costs. MarketSource designs and deploys field sales and marketing teams in just weeks while simultaneously generating sales.

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[Discover how MarketSource can manage and implement your next sales program.](#)

### **MarketSource provides managed sales services to become your proven partner in the B2B and B2C markets.**

#### **Business-to-Business (B2B)**

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- Direct sales to end users
- Sales through distribution partners, dealers and resellers
- Sales support to client field sales representatives

> "Successful execution drives results based on fact, not intuition." Learn more about MarketSource's approach to [proven sales and marketing success](#).

#### **Business-to-Consumer (B2C)**

MarketSource provides a hands-on experience that helps drive purchases and enhance the consumer experience with your brand. Our services include:

- Relationship development
- Training and advocacy
- Assisted selling
- Product Demonstration

Allow MarketSource to become an extension of your sales team. Learn more about our [integrated sales and marketing approach](#).

# **EXHIBIT K**

**Offered by Applicant, Allegiance Staffing, LLC, a Texas limited liability company, for the mark “ALLEGIANCE STAFFING”, Serial No. 85663950.**



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allegiance

# allegiance

Save Popularity

3 ENTRIES FOUND:

- allegiance**
- local allegiance
- natural allegiance

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Relieving joints in just 7 days all from this one, little pill  
[Rejuviflex.com](http://Rejuviflex.com)

**al·le·giance** *noun* \ə-ˈlē-jan(t)s\

: loyalty to a person, country, group, etc.

**Full Definition of ALLEGIANCE**

**1 a** : the obligation of a feudal vassal to his liege lord

**b (1)** : the fidelity owed by a subject or citizen to a sovereign or government (2) : the obligation of an alien to the government under which the alien resides

**2** : devotion or loyalty to a person, group, or cause

— **al·le·giant** *adjective*

See [allegiance defined for English-language learners](#) »  
See [allegiance defined for kids](#) »

**Examples of ALLEGIANCE**

- He owes *allegiance* to them for all the help they have given him.
- Both candidates are working hard to convince voters to switch *allegiances*.

**Origin of ALLEGIANCE**

Middle English *aligeaunce*, from Anglo-French *allegeance*, alteration of *ligeance*, from *lige* liege

First Known Use: 14th century

**Related to ALLEGIANCE**

Synonyms

**ANALYTICS**

Reimagine the possible with data analytics.

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**sas** THE POWER TO KNOW

MIT Sloan Management School RESEARCH REPORT SPRING 2013

From Val Reimagined Possible Data Analytics

### MORE QUIZZES



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The commonly misspelled words quiz  
[Hear It, Spell It](#) »



#### Vocabulary Quiz

How strong is your vocabulary?  
[Take the Quiz](#) »



#### Quizzitive: Our New App!

The Vocab Quiz Game for iPhone & iPad  
★★★★★ "Incredibly fun and addictive. And informative!" — User Review, iTunes  
[Download the App](#) »

### TOP 10 LISTS



#### Don't Call Me a Loblolly, You Blatherskite

Rare and Amusing Insults, Vol. 2



#### Words for Uncommon Things That Scare

Top 10 Unusual Phobias

adhesion, fidelity, attachment, commitment, constancy, dedication, devotedness, devotion, faith, faithfulness, fastness, fealty, loyalty, piety, steadfastness, troth

Antonyms

disloyalty, faithlessness, falseness, falsity, inconstancy, infidelity, perfidiousness, perfidy, treachery, unfaithfulness

Related Words

ligeance; affection, fondness; determination, firmness, resolution; dependability, reliability, trustability, trustiness, trustworthiness

Near Antonyms

alienation, disaffection, estrangement, separation

more

See Synonym Discussion at fidelity

Other Government and Politics Terms

agent provocateur, agitprop, autarky, cabal, egalitarianism, federalism, hegemony, plenipotentiary, popular sovereignty, socialism

Learn More About ALLEGIANCE

- Thesaurus: All synonyms and antonyms for "allegiance"
- Spanish Central Translation: "allegiance" in Spanish

Browse

- Next Word in the Dictionary: allegorical
- Previous Word in the Dictionary: Allegheny vine
- All Words Near: allegiance

Seen & Heard

What made you want to look up *allegiance*? Please tell us where you read or heard it (including the quote, if possible).

23 comments

 Add a comment...

Comment using...

Post to Facebook    Posting as Laura Brink (Not you?)

 **Lovi Harvey** · University of Washington  
Assignment from our pastor  
Reply · Like  · Follow Post · October 5 at 7:14am

 Add a Reply...

Reply using...

Posting as Laura Brink (Not you?)

 **Sharon Warner** · Elgin, Pennsylvania  
So...after reading through the comments on this particular word, it makes me wonder...If you refuse to recite the "Pledge of Allegiance" because it somehow goes against your religion, does that mean that you would also refuse to defend our country and all she stands for? Does that mean that those who have gone before us, reciting the Pledge, are any less a part of their religions because they chose to

PHOTO CONTEST: THE WINNERS



"Serendipity"

You showed us hundreds of ways to look at "serendipity."

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Quiz

Name That Thing  
Take Our 10-Question Quiz

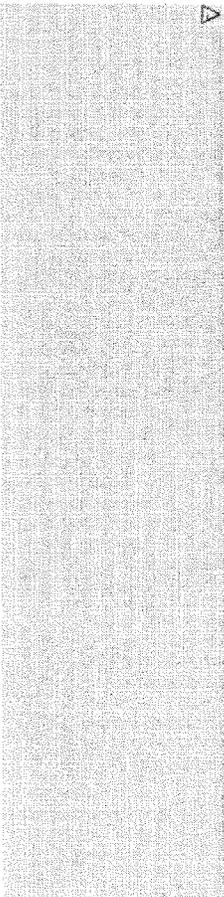
Upgrade your appliances this Veterans Day with Whirlpool® and Lowe's.

[Shop Now](#)



Quiz

Name That Thing  
Take Our 10-Question Quiz



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 [Thesaurus](#) | 
 [Medical](#) | 
 [Encyclo.](#) | 
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allegis

# allegis

The word you've entered isn't in the dictionary. Click on a spelling suggestion below or try again using the search bar above.

1. aegis
2. Alagoas
3. ileitis
4. ageless
5. Elytis
6. haggis
7. elegize
8. Aggeus
9. Alcaeus
10. El Giza
11. galleass
12. alexia
13. aldose
14. Galois
15. Agulhas
16. gallus
17. Achilles
18. headless
19. illegalize



Spelling Suggestions Powered By: Franklin Electronic Publishers  
Franklin puts a world of knowledge in your hand. Click here for Merriam-Webster's Speaking Dictionary & Thesaurus, and other fine handheld electronic references, personal organizers, and educational devices.



### MORE QUIZZES



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The commonly misspelled words quiz  
[Hear It, Spell It »](#)



#### Vocabulary Quiz

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[Take the Quiz »](#)



#### Quizzitive: Our New App!

The Vocab Quiz Game for iPhone & iPad  
★★★★★ "Incredibly fun and addictive. And informative!" — User Review, iTunes  
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### TOP 10 LISTS



#### Don't Call Me a Loblolly, You Blatherskite

Rare and Amusing Insults, Vol. 2



#### Words for Uncommon Things That Scare

Top 10 Unusual Phobias

### STAY CONNECTED

# **EXHIBIT L**

**Offered by Applicant, Allegiance Staffing, LLC, a Texas limited liability company, for the mark “ALLEGIANCE STAFFING”, Serial No. 85663950.**

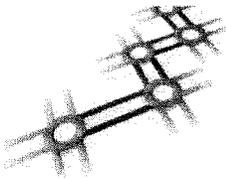
# Allegiance<sup>®</sup> Staffing<sup>™</sup>

## MEASUREABLE Performance, QUALITY and ACCOUNTABILITY

Had enough with so-so staffing services? Tired of wasting your time and money? You need a true staffing partner—a company proven to deliver better staffing value, exceptional candidate quality, and results in the top 1% of the staffing industry.

Allegiance is that partner. A Best of Staffing™ award-winning firm. A company with a 98% order fill rate. A company that has become the #1 preferred vendor to more than three out of four of our clients.

**When it comes to staffing. You should never settle.**  
Discover the Allegiance Staffing Difference ▶



### Does your business depend on Seasonal Staffing?

LEARN HOW TO CALCULATE THE REAL COST OF STAFFING.

[DOWNLOAD THE PDF NOW!](#) ↓

Our  
**OFFICES**



With more than 17 branches nationwide, we are ready to meet all of your staffing needs.  
[Find a Branch Near You ▶](#)

## SEARCH Jobs

Looking for work? Last year, Allegiance matched more than 15,000 qualified workers with jobs. ▶

## BREAKING News

TRAINING, RELIABILITY IMPRO  
MON, 11 NOV 2013

Anyone can answer phones, file paperwork or make a [...]

QUALITY SCREENING CAN ROOS  
TUE, 10 OCT 2013

Whether you're creating clothing, furniture or con [...]

INVESTING IN NEW EQUIPMENT  
WED, 10 OCT 2013

All Business owners know to keep their operations [...]

ORLANDO BOUND! ALLEGIANCE

[3 DAY HIRING PROCESS](#) | [QUALITY STATS](#)

# Allegiance Staffing™



## QUALITY

**99% of our employees are asked to return to their initial assignments.**

At Allegiance Staffing, we pride ourselves on delivering the highest quality temporary employees. Employees who will:

- \* Increase productivity
- \* Decrease turnover
- \* Reduce training time
- \* Help achieve company goals

### **But that's not all.**

From the start, providing the right employee requires commitment to quality. Properly screened employees that are safety conscience have associated cost. If your current bill rate is ***TOO*** good to be true, are you at risk? Are you truly getting employees who are background checked, drug tested and safety trained? To keep bill rates low, some staffing firms will cut corners on these critical protections.

### ***Does yours?***

Learn how Allegiance Staffing minimizes your employment risks and offers better quality candidates:

**Ready to experience the Allegiance Staffing Difference?**

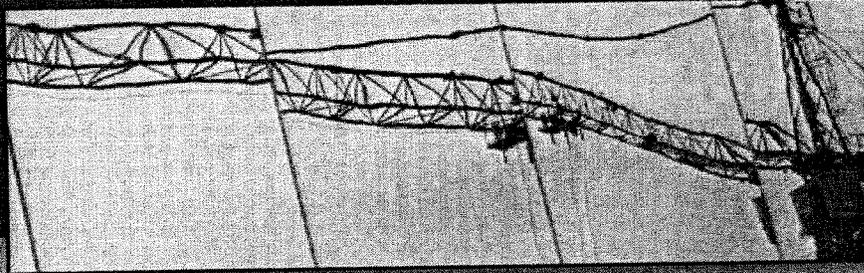
Contact Allegiance Staffing today.



**EMPLOYEE REQUEST** ►

LIGHT INDUSTRIAL STAFFING | FULFILLMENT | HOSPITALITY STAFFING | CLERICAL | LOGISTICS STAFFING | SKILLED TRADES |  
EMPLOYEE REQUEST

# Allegiance Staffing™



## THE ALLEGIANCE STAFFING DIFFERENCE

Would you buy a forklift from an office supply store? Would you buy a copier from a furniture store?

***Of course not.***

Then why do so many businesses insist on partnering with staffing firms who don't know their industry? That won't be a problem with Allegiance Staffing. As staffing specialists, we focus on providing the highest quality workers in a few specialized areas.

- \* Light Industrial Staffing
- \* Fulfillment Staffing
- \* Hospitality Staffing
- \* Clerical Staffing
- \* Logistics Staffing
- \* Skilled Trades Staffing

### **Hire right the first time and every time.**

Discover the difference that a *98 percent order fill rate, 7 percent turnover rate and 97 percent on-time arrival* can make in your business.  
Contact Allegiance Staffing today.



**EMPLOYEE REQUEST ►**

“Whenever I need help, they are always there to get me whatever I need...[Allegiance] goes out of their way every

We pledge to bring...

- \* Measurable performance
- \* Quality
- \* Accountability

... to the staffing industry.

Allegiance<sup>\*</sup>  
Staffing<sup>™</sup>



# Allegiance Staffing - Our Idea

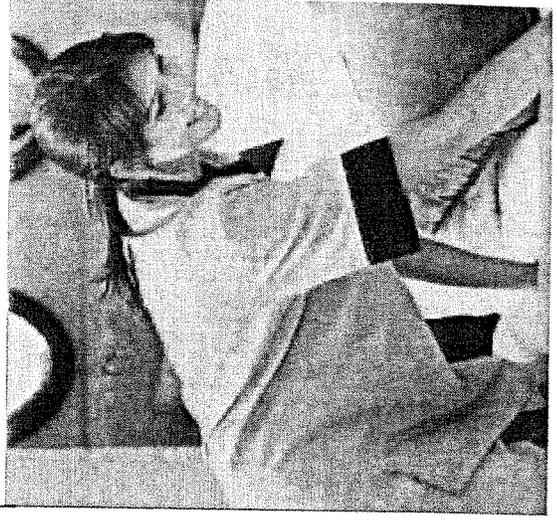
At Allegiance Staffing we pledge to bring

- \* Measurable performance
- \* Quality
- \* Accountability ... to the staffing industry.

We pledge to provide you with the most thoroughly-screened and qualified persons in the following industries:

- \* Light Industrial
- \* Fulfillment
- \* Hospitality
- \* Clerical
- \* Logistics

We Pledge to give you the benefit of our experience to always solve your staffing





**You ask for Leadership. We deliver!**

\* 100% Client Satisfaction: In a blind poll, our clients rated our customer personnel as either GOOD or EXCELL

\* Allegiance is the preferred staffing pr (as opposed to a 36% industry aver

Results like these come from years of i ship and experience with the local mai

2004 *American Staffing Association Operations*

## We Pledge to Innc

**You ask for Innovation. We deliver!**

Allegiance Staffing is an expert and ini

Using our inventive 3-Day hiring proce operating system, we create the best c between our clients and our staff.

These processes produce unparalleled r

\* 98% order fill rate

\* 7% turnover rate

\* 97% on-time arrivals

In addition, we are constantly improvir methods and results-measurement too the ever-changing needs of our custom



## ue-Creation. We deliver!

ional value for our clients through long-term  
d high-quality services that ultimately produce  
t just focusing on the low price.

	Allegiance	Industry Average
ment Orientation	100%	63%
mp Injuries	11'	48.1

uffing Association Operations Survey  
ones

ing and screening applicants can make  
in your business. Visit our website at  
g.com and use our Cost Calculator to see  
value Allegiance can bring to you.

## Ige to Provide Quality

### ality. We deliver!

ghest level of services to ensure your success.  
he important decision factors that bring you

	Allegiance	Industry Average
ing	100%	44.4%
g	100%	44.1%
l Checks	100%	42.12%

uffing Association Operations Survey

## Ige Results

### ults. We deliver!

er fill rates, turnover rates or on-time arrivals,  
try standard. We hire the best possible staff  
formance goals and monitor our own quality results.



We Pledge  
our Allegiance to YOU.

At Allegiance Staffing, we are not only committed to our clients, we are passionate about *your* success.

We keep an open line of communication so we can take your input and respond by incorporating your needs into our practices.

Today, there are over 25 Allegiance Staffing offices, with more cities being added every month.

However, no matter how big our business becomes, our pledge to you is to provide outstanding leadership, innovation, value, quality and measurable performance.



Allegiance<sup>\*</sup>  
Staffing<sup>™</sup>

\*[www.allegiancestaffing.com](http://www.allegiancestaffing.com)