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Filing date: **10/17/2014**

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

Proceeding	85680796
Applicant	Bankrate, Inc.
Applied for Mark	BANKRATE
Correspondence Address	CARL J. SPAGNUOLO MCHALE & SLAVIN, P.A. 2855 PGA BLVD PALM BEACH GARDENS, FL 33410-2910 UNITED STATES ustrademarks@mchaleslavin.com
Submission	Request for Suspension and Remand for Consideration of Additional Evidence
Attachments	~OTZS5MI001F.PDF(297366 bytes) Bankrate Public Relations and Social Media Update 9-25-14.pdf(1450082 bytes)
Filer's Name	Carl J. Spagnuolo
Filer's e-mail	cspagnuolo@mchaleslavin.com, ustrademarks@mchaleslavin.com
Signature	/Carl J. Spagnuolo/
Date	10/17/2014

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

In re: Serial Number 85/680,796

for the mark “**BANKRATE**”

Applicant: Bankrate, Inc. (a Delaware corporation)

On Appeal from the United States Patent and Trademark Office

**APPLICANT’S MOTION TO SUSPEND APPEAL
AND REMAND FOR CONSIDERATION OF ADDITIONAL EVIDENCE**

COMES NOW the Applicant, Bankrate, Inc., a Delaware corporation having its principal place of business at 11760 US Highway 1, #200, North Palm Beach, Florida 33408, and hereby petitions the Board, pursuant to Trademark Rule 2.142(d), 37 CFR § 2.142(d); TMBP § 1207.02, to Suspend the Appeal and Remand for Consideration of Additional Evidence, and further states as follows:

1. A FINAL REFUSAL was issued on February 18, 2014, alleging that Applicant’s claim of acquired distinctiveness was insufficient.
2. In its response to the first “Non-Final” Office Action, on May 14, 2013, Applicant submitted a 2(f) claim based on at least 5 years’ prior and continuous use of the mark in interstate commerce.
3. The subsequent June 4, 2013 Office Action rejected the 2(f) claim stating that five year’s use was insufficient to show acquired distinctiveness.
4. The Applicant had been previously granted several prior registrations for the identical mark based on a mere showing of five years’ use, and believed it would encounter consistent treatment by the Trademark Office.

5. On December 4, 2013, the Applicant submitted additional statement evidence as to the extent of the famousness of the “BANKRATE” trademark. Again, the Applicant had been previously granted several registrations for the identical mark, some without even encountering a 2(e)(1) descriptiveness refusal, and believed the treatment of the present application would be consistent with the treatment of its previous applications/registrations and that the statement evidence would suffice.

6. On February 18, 2014, a Final Refusal issued, except now the Office Action changed its prior position (that the mark was merely descriptive) and now asserted that the applied-for mark, which is the subject of various prior registrations on the Principal Register, was “generic.”

7. The U.S. Trademark Office has initiated a “Consistency Initiative Pilot Program” which has been made a permanent program in 2013. The Consistency Initiative Program seeks to remedy instances of inconsistent practice within the Office and to promote overall high quality examination.

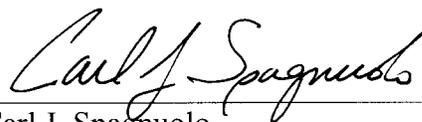
8. The Applicant submits that “GOOD CAUSE” is hereby shown by virtue first, of the erratic and inconsistent prosecution treatment that was encountered in the present application, (Serial Number 85/680,796), insofar as the refusals were essentially a “moving target” (first “merely descriptive” then “generic”, and secondly, insofar as the Applicant is the owner of several prior registered marks on the Principal Register, in which either no descriptiveness refusal was issued, or a descriptiveness refusal was overcome with a five-years’ use, 2(f) claim. (See: Reg. No. 3,744,336 “BANKRATE” in Class 036 which, upon application, went straight to publication without any Office Action at all; Reg. No. 4,212,678 “BANKRATE INSURANCE VERIFIED” in Class 035 which registered without ever encountering a 2(e)(1) “descriptiveness” refusal; Reg. No. 3,884,812 “BANKRATE SELECT” in Class 035, in which a

2(f) claim was found sufficient to overcome a 2(e)(1) refusal; Application Serial No. 85/510,070 “BANKRATE ADVANTAGE” in which a 2(f) claim was found sufficient to overcome a disclaimer requirement for “BANK RATE”).

9. Accordingly, insofar as a 2(f) claim had been deemed sufficient by the Trademark Office in numerous other of Applicant’s “BANKRATE” trademarks, the Applicant’s Motion to Suspend the Appeal and Remand for consideration of additional evidence, should be granted.

10. The additional evidence sought to be introduced is attached hereto.

Respectfully submitted,

A handwritten signature in black ink that reads "Carl J. Spagnuolo". The signature is written in a cursive style with a horizontal line underneath it.

Carl J. Spagnuolo

McHale and Slavin, P.A.
Attorney for the Appellant
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Palm Beach Gardens, FL 33410
Telephone: (561) 625-6575
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Consistency Initiative

After a complete review of the Consistency Initiative Pilot Program, the Office has determined that it would be useful to both our customers and the Office to make the Pilot a permanent program. As originally envisioned by the Office, the Consistency Initiative serves as a valuable instrument for applicants to raise concerns about the occasional instances of inconsistent practice within the Office and to promote overall high quality examination.

The guidelines for both Non-ID-Related Requests and ID-Related Requests have set appropriate bounds to address consistency concerns, and they are adopted as the guidelines for the permanent initiative. The guidelines are set forth below for reference.

Non-ID-Related Requests

An applicant may bring to the attention of the Office situations where, in applicant's opinion, the Office has acted inconsistently in its treatment of applicant's pending applications/recent registration(s). For Requests that address substantive or procedural issues (excluding issues involving identifications of goods and services), applicants' Requests may include registrations that have issued within five years. Applicants may submit a Request when a substantive or procedural issue has been addressed in a significantly different manner in different cases, subject to the following provisions: (1) the Request is based on co-pending applications or an application and a registration owned by the same legal entity or a successor in interest (e.g., assignee); (2) the registration(s) involved was issued less than five years prior to the date of the Request; (3) at least one of the applications in the Request is in a pre-publication status at the time of the Request; and (4) the allegedly inconsistent treatment has already occurred. Third parties are prohibited from submitting Requests in this forum, and the Office will not consider or act on such Requests.

ID-Related Requests

Turning to Requests involving identifications of goods and services, applicants may submit a Request when an identification issue (s) has been addressed in a significantly different manner in different cases (excluding applications and registrations based on the Madrid Protocol), subject to the following provisions: (1) the Request is based on co-pending applications or an application and a registration owned by the same legal entity or a successor in interest (e.g., assignee); (2) the registration(s) involved was issued less than two years prior to the date of the Request and since the latest edition of the Nice Agreement Concerning the International Classification of Goods and Services; (3) at least one of the applications in the Request is in a pre-publication status at the time of the Request with a final Office action containing identification and/or classification requirements; and (4) the allegedly inconsistent treatment has already occurred. Third parties are also prohibited from submitting Requests in this forum, and the Office will not consider or act on such Requests.

As stated in the previous notices, the Consistency Initiative is in no way meant to discourage applicants from first contacting the assigned examining attorneys to address consistency issues. On the contrary, applicants are encouraged to do so because of the examining attorneys' familiarity with and knowledge of the issues raised in their Office actions. Applicants should not contact the examining attorney of any application that has already registered unless the examining attorney is also assigned to one of the co-pending applications at issue. Applicants who are unable to resolve any issue associated with consistency in co-pending applications assigned to more than one examining attorney may always [contact the managing attorneys of the law offices](http://www.uspto.gov/trademarks/Other_TM_Contact_Info.jsp) http://www.uspto.gov/trademarks/Other_TM_Contact_Info.jsp involved.

In all Requests, applicants must briefly describe the allegedly inconsistent action, list the application(s) and/or registration(s) involved, and clearly mark at the top of the page the nature of the Request (e.g., Request for Consistency Review of a Substantive/Procedural Issue, Request for Consistency Review of Identification). All Requests will be scanned into the USPTO's database and will be viewable by the public through Trademark Status and Document Retrieval (TSDR). Applicants may not submit additional evidence. If evidence is submitted, it will not be considered during this process.

The Office will promptly review and consider each Request. The Office will not respond directly to the Request, but action will be taken in the pending application(s) if the Office deems it appropriate. Requesters can expect that any action taken should occur within four to six weeks of the date of the Request, and requesters may monitor changes in the identified applications through TSDR. Requesters should note, however, that subsequent action taken by the Office may differ from that requested. Alternatively, the Office may determine that different handling of the cases is appropriate, and no action will be taken. Generally, no action can be taken to amend, or cancel and restore to application status any existing registrations as a result of a Request.

Applicants must send requests to TMCONSISTENCY@USPTO.GOV. The filing of a Request does not provide a basis to request suspension of an application or appeal and will not stay the period for replying to an Office action, filing a notice of appeal or submitting any other filing that is due before the Office.

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

In re: Serial Number 85/680,796

for the mark “**BANKRATE**”

Applicant: Bankrate, Inc. (a Delaware corporation)

On Appeal from the United States Patent and Trademark Office

DECLARATION OF TED ROSSMAN
UNDER §37 C.F.R. §2.20, SUPPORTING CLAIM OF DISTINCTIVENESS

This declaration is prepared and provided under 37 C.F.R. Sec. 2.20, and is signed by TED ROSSMAN, Public Relations Manager, Bankrate, Inc.

1. The undersigned individual is the Public Relations Manager for Bankrate, Inc., and hereby states that it is within the scope of my employment with Bankrate, Inc. to become and remain aware of, compile statistics relating to, and record, the profile of public awareness of the “BANKRATE” trademark.
2. I am aware that Bankrate, Inc. is owner of the “BANKRATE” trademark which is the subject matter of federal application, Serial No. 85/680,796 and subsequent Appeal to the U.S. Trademark Trial & Appeal Board, and that I am authorized to make this Declaration Under 37 C.F.R. § 2.20 Supporting Bankrate Inc’s claim of distinctiveness.
3. Bankrate, Inc. is a leading authority in the publishing of financial statistics, data, and information. The Bankrate.com website, which promotes and supports the BANKRATE trademark, provides free financial, consumer, banking, employment and insurance information on more than 300 financial products, including mortgages, credit cards, new and used automobile loans, money market accounts, certificates of deposit, checking and ATM fees, home equity loans and online banking fees. The BANKRATE website represents the Internet’s leading aggregator of financial rate information universally known to be associated with an offering of an unparalleled depth and breadth of rate data and financial content.
4. The BANKRATE mark represents financial coverage of nearly 600 local markets in all 50 U.S. states, generating over 172,000 distinct rate tables capturing over three million pieces of information daily.

5. The BANKRATE mark enjoyed over 90,000 attributable media mentions or interviews in 2011, including numerous television features on major networks. In 2012, BANKRATE was mentioned in the media approximately 113,000 times. Bankrate, Inc. distributes its content, under the BANKRATE trademark, on a daily basis to over 500 major online partners and print publications.

6. I am personally aware that, in 2013, the BANKRATE trademark was mentioned in the media approximately 233,664 times. From January 1, 2014 to September 24, 2014, the BANKRATE trademark was mentioned approximately 202,207 times. A vast majority of these media mentions are in the context of citing the BANKRATE trademark as the authority supporting the statistic or financial fact being discussed.

7. Attached to this Declaration is the September 25, 2014 Bankrate Public Relations and Social Media Update which is prepared under my direction and supervision and reflects public mentions of the BANKRATE trademark. This Media Update demonstrates that the BANKRATE trademark is mentioned and regarded as an authority in financial and business affairs, by media outlets ranging from CBS Evening News, to the Associated Press, to the Wall Street Journal, USA Today, CNNMoney, Fox Business Network, MarketWatch, Bloomberg, ABC News Radio, TIME, Forbes, U.S. News & World Report, Yahoo! Finance, and numerous others.

8. I am personally aware that, during the year ending December 31, 2013, Bankrate, Inc. generated revenue of over \$400 million, a significant portion of which was generated from services under the BANKRATE trademark.

9. To my knowledge, the "BANKRATE" mark is well known, respected, trusted, and distinct in the industry and serves as an immediate and obvious source identifier of Bankrate, Inc. and that the mark "BANKRATE" has become distinctive of the services through the applicant's substantially exclusive and continuous use in commerce for at least the past 16 years immediately before the date of this statement.

10. I am personally aware of and responsible for the collection of statistics regarding the media mentions and cites to the BANKRATE trademark in the context of attributing BANKRATE as a credible financial and business authority. We collect statistics of BANKRATE media mentions through employment of a Public Relations program called Vocus, a broadcast monitoring service called "TV EYES", and manual monitoring and searching of the Internet.

11. Many television and radio placements and cites to the BANKRATE trademark are found at <http://pr.bankrate.com> and <http://pr.bankrate.com/frmAdvanceSearchBasic.aspx?from=search>

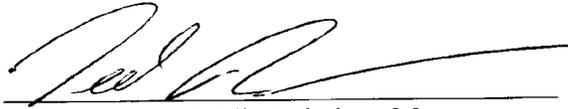
Declaration of Ted Rossman
Serial No. 85/680,796
2014
TM: BANKRATE

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October 14,

page 3

12. I hereby acknowledge being warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, I declare that the facts set forth in this application are true; that all statements made of my own knowledge are true; and that all statements made on information and belief are believed to be true.

Respectfully submitted,



Ted Rossman, Public Relations Manager
Bankrate, Inc.

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Palm Beach Gardens, FL 33410
Ph: (561) 625-6575 Fax: (561) 625-6572

Bankrate, Inc. Public Relations and Social Media Update
September 11-24, 2014

Top TV Clips



[Greg McBride, Student Loans](#)



[Laura Adams, Car Insurance Costs](#)



[Andy Cohen, Caregiving Costs](#)



15,210 Bankrate.com placements including syndication (4,667 print/online; 10,543 broadcast)

	<u>Cited millennials' credit card habits survey</u>
	<u>Quoted Greg McBride re: Federal Reserve</u>
	<u>Quoted Greg McBride re: reverse mortgages</u>
	<u>Quoted Greg McBride re: Walmart's new checking account</u>
WALL STREET JOURNAL	<u>Quoted Greg McBride re: teaching kids about money</u>
WALL STREET JOURNAL	<u>Quoted Greg McBride re: life insurance</u>
	<u>Cited September Health Insurance Pulse</u>
	<u>Quoted Greg McBride re: checking accounts</u>
	<u>Interviewed Greg McBride re: Federal Reserve</u>
	<u>Interviewed Greg McBride re: Walmart's new checking account</u>

	Cited millennials' credit card habits survey
	Quoted Greg McBride re: bank fees
	Quoted Greg McBride re: credit card rates
	Recommended for comparing savings rates
	Quoted Greg McBride re: mortgage down payment assistance
	Cited mortgage rate data
	Cited auto loan rate data
	Featured September FSI and quoted Greg McBride
	Quoted Greg McBride re: tips for subprime car loan borrowers
	Featured millennials' credit card habits survey
	Cited money market rate data
	Quoted Greg McBride re: saving for college
	Interviewed Greg McBride re: September FSI
	Interviewed Greg McBride re: Federal Reserve
	Interviewed Greg McBride re: Federal Reserve
	Featured millennials' credit card habits survey

	Featured August FSI
	Cited June FSI
	Cited home equity loan rate data (1 of 2)
	Cited home equity loan rate data (2 of 2)
	Recommended rent vs. buy calculator
	Cited September Health Insurance Pulse
	Quoted Greg McBride re: Federal Reserve
	Quoted Greg McBride re: Walmart's new checking account
	Quoted Greg McBride re: saving for retirement
	Quoted Greg McBride re: HELOCs
	Featured September Health Insurance Pulse and quoted Doug Whiteman
	Featured millennials' credit card habits survey
	Quoted Greg McBride re: credit scores
	Featured millennials' credit card habits survey and quoted Jeanine Skowronski
	Quoted Greg McBride re: February FSI
	Quoted Greg McBride re: banking tips for college students

MAINST	Cited May FSI
 The Motley Fool Fool.com	Featured millennials' credit card habits survey
 The Motley Fool Fool.com	Recommended 401(k) loan calculator
 The Motley Fool Fool.com	Cited August FSI
 The Motley Fool Fool.com	Cited cash investment rate data
BUSINESS INSIDER	Recommended for comparing state tax rates
	Recommended 401(k) contribution calculator
MORNINGSTAR	Cited money market rate data
MORNINGSTAR	Cited Clark Palmer's story, "3 Money Maxims that Hurt Your Finances"
FOX	Interviewed Greg McBride re: September FSI
NEWYORKPOST	Quoted Greg McBride re: hard money lenders
	Interviewed Jeanine Skowronski re: millennials' credit card habits survey
 89.3 KPCC Southern California Public Radio	Cited millennials' credit card habits survey
KNX10.70 NEWSRADIO	Interviewed Greg McBride re: Federal Reserve
San Francisco Chronicle	Quoted Greg McBride re: Federal Reserve
	Interviewed Greg McBride re: Federal Reserve
	Interviewed Greg McBride re: state of economy

	Interviewed Greg McBride re: September FSI
	Cited re: saving for retirement
The Dallas Morning News	Featured closing costs survey and quoted Holden Lewis
The Dallas Morning News	Recommended for comparing savings and CD rates
	Interviewed Greg McBride re: Federal Reserve
The Washington Post	Quoted Greg McBride re: switching banks
The Washington Post	Quoted Greg McBride re: mortgage rates
The Washington Post	Recommended for comparing secured credit cards
	Interviewed Greg McBride re: September FSI
	Cited re: home equity loans
	Quoted Greg McBride re: wage growth
	Interviewed Greg McBride re: Federal Reserve (1 of 2)
	Interviewed Greg McBride re: Federal Reserve (2 of 2)
	Interviewed Greg McBride re: September FSI
THE SACRAMENTO BEE	Quoted Greg McBride re: prepaid cards

INSURANCEQUOTES.COM

	Featured most/least expensive cities for car insurance study and quoted Laura Adams
	Featured car insurance deductibles study and quoted Laura Adams
	Featured most/least expensive cities for car insurance study and quoted Laura Adams
	Featured most/least expensive cities for car insurance study and quoted Laura Adams
	Featured most/least expensive cities for car insurance study and quoted Laura Adams
	Featured teen drivers study
	Interviewed Laura Adams re: car insurance deductibles study
	Interviewed Laura Adams re: most/least expensive cities for car insurance study
	Featured most/least expensive cities for car insurance study
	Featured most/least expensive cities for car insurance study and quoted Laura Adams
	Featured car insurance deductibles study and quoted Laura Adams
	Featured most/least expensive cities for car insurance study
	Featured most/least expensive cities for car insurance study and quoted Laura Adams
	Featured most/least expensive cities for car insurance study and quoted Laura Adams
	Interviewed Laura Adams re: most/least expensive cities for car insurance study
	Featured most/least expensive cities for car insurance study and quoted Laura Adams

 <p>PROPERTY CASUALTY 360 A National Underwriter Website</p>	<p>Featured millennials' insurance habits survey and quoted Laura Adams</p>
	<p>Featured most/least expensive cities for car insurance study and quoted Laura Adams</p>
	<p>Featured most/least expensive cities for car insurance study and quoted Laura Adams</p>
	<p>Cited most/least expensive cities for car insurance study</p>
	<p>Cited most/least expensive cities for car insurance study</p>
	<p>Featured most/least expensive cities for car insurance study</p>
	<p>Featured most/least expensive cities for car insurance study and quoted Laura Adams</p>
	<p>Featured most/least expensive cities for car insurance study and quoted Laura Adams</p>
	<p>Cited most/least expensive cities for car insurance study</p>
	<p>Interviewed Laura Adams re: most/least expensive cities for car insurance study</p>
	<p>Interviewed Laura Adams re: most/least expensive cities for car insurance study</p>
	<p>Interviewed Laura Adams re: most/least expensive cities for car insurance study</p>
	<p>Featured most/least expensive cities for car insurance study and quoted Laura Adams</p>
	<p>Featured most/least expensive cities for car insurance study and quoted Laura Adams</p>
	<p>Interviewed Laura Adams re: most/least expensive cities for car insurance study</p>

	Cited most/least expensive cities for car insurance study
	Interviewed Laura Adams re: most/least expensive cities for car insurance study
	Cited most/least expensive cities for car insurance study
	Featured most/least expensive cities for car insurance study and quoted Laura Adams
	Cited most/least expensive cities for car insurance study
	Cited most/least expensive cities for car insurance study
	Featured most/least expensive cities for car insurance study
	Featured most/least expensive cities for car insurance study
	Interviewed Laura Adams re: most/least expensive cities for car insurance study
	Featured most/least expensive cities for car insurance study and quoted Laura Adams
	Interviewed Laura Adams re: most/least expensive cities for car insurance study (link N/A)
	Cited most/least expensive cities for car insurance study
	Interviewed Laura Adams re: most/least expensive cities for car insurance study
	Interviewed Laura Adams re: car insurance deductibles study
	Cited most/least expensive cities for car insurance study

	Cited most/least expensive cities for car insurance study
THE DENVER POST	Featured most/least expensive cities for car insurance study
	Cited car insurance claims study
	Cited most/least expensive cities for car insurance study
	Cited most/least expensive cities for car insurance study

CARING.COM

	Featured caregiving costs survey and quoted Andy Cohen
	Cited caregiving costs survey
	Interviewed Andy Cohen re: caregiving costs survey
	Interviewed Andy Cohen re: caregiving costs survey
	Featured caregiving costs survey and quoted Andy Cohen (1 of 2)
	Featured caregiving costs survey and quoted Andy Cohen (2 of 2)
	Featured caregiving costs survey
	Featured caregiving costs survey and quoted Andy Cohen

	Interviewed Andy Cohen re: caregiving costs survey
	Interviewed Andy Cohen re: caregiving costs survey
	Featured caregiving costs survey and quoted Andy Cohen
	Featured caregiving costs survey and quoted Andy Cohen
	Quoted Andy Cohen re: living with your parents
	Featured caregiving costs survey and quoted Andy Cohen
	Featured caregiving costs survey
	Interviewed Andy Cohen re: caregiving costs survey
	Interviewed Andy Cohen re: caregiving costs survey
	Interviewed Andy Cohen re: caregiving costs survey
	Interviewed Andy Cohen re: caregiving costs survey
	Featured caregiving costs survey and quoted Andy Cohen
	Interviewed Andy Cohen re: caregiving costs survey
	Featured caregiving costs survey and quoted Andy Cohen
	Featured caregiving costs survey

CREDITCARDS.COM

	<u>Quoted Matt Schulz re: Fed consumer credit report</u>
	<u>Published Matt Schulz's guest column re: credit and debit card security</u>
	<u>Quoted Matt Schulz re: chip-and-PIN credit cards</u>
	<u>Cited small payments survey</u>
	<u>Cited mobile payments survey</u>
 what's next in payments and commerce	<u>Featured mobile payments survey and quoted Matt Schulz</u>
	<u>Interviewed Matt Schulz re: mobile payments survey</u>
	<u>Interviewed Matt Schulz re: credit card transaction fees</u>
	<u>Cited mobile payments survey</u>
	<u>Interviewed Matt Schulz re: mobile payments survey</u>
	<u>Interviewed Matt Schulz re: mobile payments survey</u>
	<u>Cited mobile payments survey</u>
	<u>Cited small payments survey</u>

THEPOINTSGUY.COM

	Quoted Brian Kelly re: airline upgrades
	Brian Kelly participated in business travel Twitter chat
	Quoted Brian Kelly re: fall hotel promotions
	Interviewed Brian Kelly re: Thanksgiving travel

COLLEGE/UNIVERSITY LINKS

	Tweeted link to “Why Humble CEOs Are Good for Business”
	Tweeted link to “Why Humble CEOs Are Good for Business”

SOCIAL MEDIA



35,567 Likes

74,496 Reach

199,987 Impressions

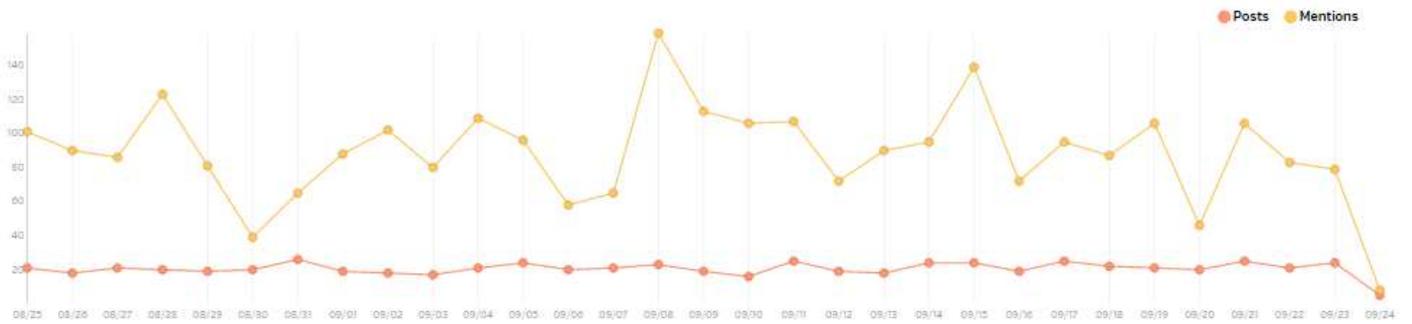
44,913 Social Mentions

Twitter Metrics

FOLLOWING <small>PREVIOUS: 2,514</small> 2,528 0.56%	FOLLOWERS <small>PREVIOUS: 71,306</small> 71,683 0.53%	TOTAL MENTIONS <small>PREVIOUS: 2,790</small> 2,746 -1.58%	RETWEET REACH <small>PREVIOUS: 3,497,279</small> 3,510,526 0.38%	POSTS <small>PREVIOUS: 725</small> 635 -12.41%	REPLIES <small>PREVIOUS: 220</small> 121 -46.46%
REPLY REACH <small>PREVIOUS: 400,988</small> 290,201 -37.05%	RETWEETS <small>PREVIOUS: 747</small> 882 18.07%	FOLLOWER/FOLLOWING RATIO <small>PREVIOUS: 28.30</small> 28.36 -0.03%			

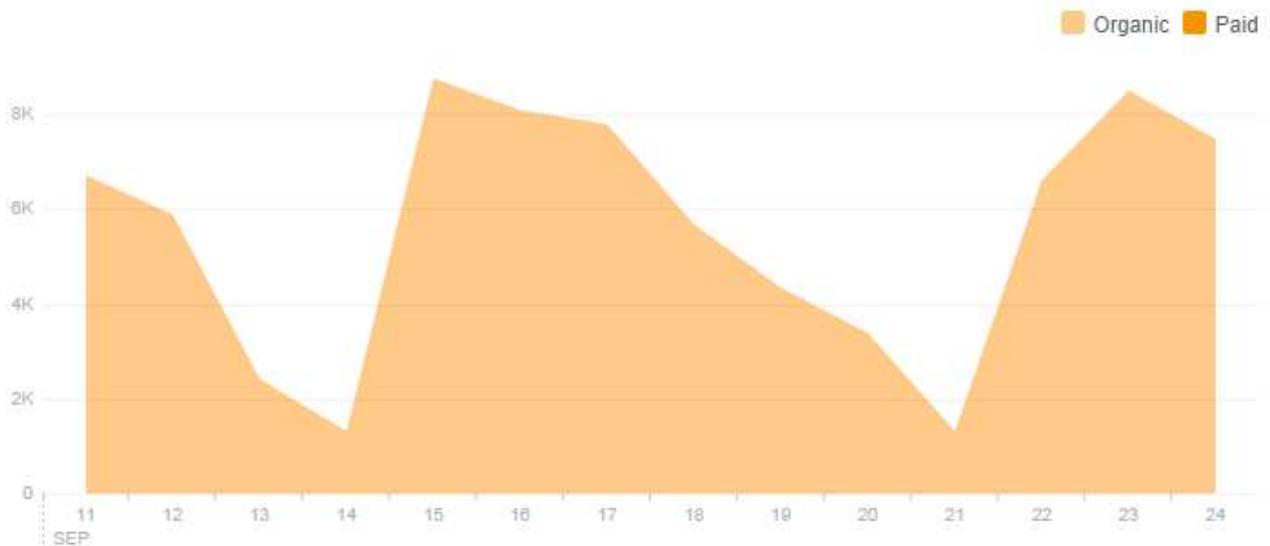
Tweets

All Events ▾



Post Reach

The number of people your post was served to.





Mentions Report | All Visits (No Segment) | Thu. 11 Sep. 2014 - Wed. 24 Sep. 2014 | Graph generated by Adobe Analytics at 10:44 AM EDT, 25 Sep 2014.

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