

From: Berns, Lee-Anne

Sent: 9/3/2015 9:35:14 AM

To: TTAB E Filing

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85702202 - BRAND MATTERS - 740250018 - Request for Reconsideration Denied - Return to TTAB - Message 2 of 5

Attachment Information:

Count: 12

Files: adv-2.jpg, asdclub-1.jpg, asdclub-2.jpg, prfe-1.jpg, prfe-2.jpg, amercia-1.jpg, amercia-2.jpg, amercia-3.jpg, amercia-4.jpg, conf2-1.jpg, conf2-2.jpg, conf2-3.jpg

back and support the victims of Hurricane Sandy in the NYC Tri-State Area. We suggest a donation amount of \$5 or more to relief efforts.

Tuesday, December 4, 2012
PS 450
450 Park Avenue (between 30th and 31st Streets)
6pm-8pm

No cost to attend but pre-registration is required by Friday, November 30th
Questions? Call 212.533.8080

MORE UPCOMING EVENTS

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Young Innovator Award and Competition



TIP THE PITCH IN THE RIGHT DIRECTION - Innovate NY...



The Great Debate



The Breakfast Club: Thought Leader Series

The screenshot shows the website for The Advertising Club of New York. The header features the organization's name and a navigation menu with links for Events, Professional Development, Membership, About Us, News & Insights, Diversity, and ANDY Awards. A search bar is located below the navigation. On the right side of the header, there are buttons for 'Become a Member' and 'Sign In', along with social media icons for Facebook, Twitter, and LinkedIn. The main content area is titled 'EVENTS' and features a large blue banner for 'AD CLUB EVENTS'. The banner includes a photograph of a speaker at a podium in a room with an audience. Below the banner, there is a section for 'MORE UPCOMING EVENTS' with a 'VIEW ALL EVENTS' link. At the bottom of the page, there are several small, colorful icons representing different event categories or sponsors.



YOUNG INNOVATOR
Award and Competition



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The Great Debate



The Breakfast Club: Thought Leader Series

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Advertising Person of the Year 2015



REDEFINING: Music & the Creative Process



ADTHINK July 2015

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PROFESSIONAL DEVELOPMENT

PROFESSIONAL DEVELOPMENT

The AD Club believes that the success of our industry directly correlates to the caliber of our talent. We've designed premier training courses, speaker sessions and workshops to establish higher standards of professionalism in advertising.





ADTHINK SERIES

The ADVERTISING Club is committed to highlighting the best ideas and innovations in the business. Each ADTHINK event brings together a panel of industry experts and a group of the brightest start-ups for an evening of pitches, advice and networking. Click here to learn more about this quarterly series and to read what past panelists are saying about the events.



AD CLUB INSIDER BLOG

Leading Voices in Advertising & Creativity

READ ORIGINAL CONTENT ON THE BIGGEST TRENDS AND ISSUES SHAPING THE FUTURE OF OUR BUSINESS.



◦ **A&M SERIES**

Each Fall, The Club offers those new to the business a chance to learn from experts on a variety of topics relevant to Advertising and Marketing. From discussions on New Business to the Client Perspective to the Creative Process, we offer the premiere introduction to the industry. Click here to learn more about the course offerings and to see what past attendees are saying.



◦ **INTERNSHIP PROGRAM**

Have an interest in the field of communications? Are you eager to learn how the advertising industry works? Want to spend 10 weeks working at a top agency in New York City? Apply for The AD Club's summer internship program!



◦ **GRANT & SCHOLARSHIP WINNERS**

To date, The ADVERTISING Club Foundation has funded more than \$1.5 million in grants and scholarships. The Foundation continues to be committed to supporting and recruiting the brightest young minds into our industry.

ADVERTISING & MARKETING SERIES
The Advertising Industry Introduction Covering
CREATIVITY, INNOVATION, MEDIA TRENDS.

EVERY TUESDAY
6:00PM - 8:00PM
October 6th - November 10th
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Learning online is great, but sometimes there's no substitute for a classroom, a room full of peers and an instructor who's ready to answer your questions. Only the American Marketing Association tackles such a wide array of topics for every level of marketer.

AMA's training programs take a 'learn-by-doing' approach with expert facilitators who offer the strategies, tools and methodologies to deepen insights and maximize success for attendees. The AMA offers Training Series and Marketing Workshops ranging from essentials to advanced level content. Topics include **metrics, strategic planning, social media, content marketing, branding, integrated marketing communications and health care marketing**. Past training events are available in [Past Events](#).

Featured Events

2015 Academy of Marketing Analytics

Atlanta, GA

October 12-16, 2015



To truly measure the effectiveness of your marketing initiatives, you need not only the right data but the right interpretation of that data. After attending this event, you'll be well equipped for both. [Read more](#)

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be well equipped for both. Led by top academic experts, we'll delve into the most current analytics tools and strategies. You'll come away with a better understanding of how to track customers as well as link their behavior to sales — the metrics executives are looking for.



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October 19-26, 2015



Experts, fresh thinking, hands-on instruction, the opportunity to discuss your own unique circumstances—get ready to dive in. We have 18 workshops, in three tracks, to help you be a better marketer in digital, brand strategy, and marketing/communications.

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Training Events

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Integrated Marketing Communications - Chicago

9/13/2012 - 9/14/2012 | 205 North Michigan Avenue, 10th Floor, Chicago, IL
In-Person Event

Learn to create an integrated marketing communications strategy and deliver an engaging brand experience to contribute to revenue generation and real customer value.

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Strategic Brand Development - Boston

9/24/2012 - 9/25/2012 | 39 Dalton Street, Boston , MA
In-Person Event

Using case studies, exercises and best practices, you will learn how to create a meaningful, differentiated brand and fully deliver a brand experience capable of driving revenue and profit growth.

Strategic Brand Development - Boston

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In-Person Event

Using case studies, exercises and best practices, you will learn how to create a meaningful, differentiated brand and fully deliver a brand experience capable of driving revenue and profit growth.

Marketing Planning Boot Camp: Philadelphia

10/4/2012 - 10/5/2012 | 21 N. Juniper Street, Philadelphia , PA
In-Person Event

The ability to develop a marketing plan is a critical success factor for marketing professionals, business managers, and entrepreneurs. The Marketing Planning Boot Camp™ will give you the foundation to create a dynamic marketing plan of your own.

Marketing Planning Boot Camp: Philadelphia

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In-Person Event

The ability to develop a marketing plan is a critical success factor for marketing professionals, business managers, and entrepreneurs. The Marketing Planning Boot Camp™ will give you the foundation to create a dynamic marketing plan of your own.

Health Care Marketing: Washington, D.C.

10/22/2012 - 10/23/2012 | 1001 16th Street NW, Washington , D.C.
In-Person Event

This session is for anyone interested in learning compelling, practical, innovative and robust approaches to health care marketing, strategy, research, planning, stakeholder relations, communications, and branding.

Health Care Marketing: Washington, D.C.

10/22/2012 - 10/23/2012 | 1001 16th Street NW, Washington , D.C.
In-Person Event

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Social Media 101: Pittsburgh

10/23/2012 - 10/24/2012 | 300 West Station Square Drive, Pittsburgh , PA
In-Person Event

The goal of this social media boot camp is to help attendees put social media to work in their organizations. Attendees will learn practical tools, techniques and ideas that attendees can use today to create and deploy a social media strategy.

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conferences

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- Global Marketing SIG**
The Global Marketing SIG serves members who have an interest in the teaching, research, and ... through newsletters, special international conferences and pre-conference and in-conference ...
Authors: Bill Stanton Date: 4/11/2014
- Erkan Ozkaya**
H. Erkan Ozkaya Assistant Professor of International Business ... has presented several papers at international conferences and recently served as a co-track ...
Authors: Matt Weingarden Date: 10/1/2014
- Author Series: Harnessing the Power of Social Media**

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Author Series: Harnessing the Power of Social Media and Word of Mouth to Build Your Brand and Your Business

What you can do to ensure that your brand remains recommendable ... He is widely regarded as an ... Age and many others, in addition to speaking at numerous conferences and events each year ...

Authors: Rebecca Rush Date: 2/17/2014

The Consummate Host

By: Diane Gage Lofgren Marketing Health Services ... or participating in events, conferences and trade shows allows an organization to showcase ...

Authors: Diane Gage Lofgren Date: 2/21/2014

The Endangered Marketing Maven

By: Don E. Schultz Marketing Insights ... With the development of the Internet ... which boasts a host of programs, conferences and materials dedicated to the subject ...

Authors: Don E. Schultz Date: 5/13/2015

On Selfies and Preening Like a Peacock

Given the vast number of resources available to today's consumer, he or she is the one selling ... On many occasions, during seminars and conferences, and even in the classroom, I am asked ...

Authors: Don Schultz Date: 5/13/2015

Consumer Behavior SIG

with other people who share your interests (both at conferences and via virtual communities ... The CB SIG is in the process of organizing special conferences and events ...

Authors: Barb King Date: 11/12/2014

The New Frontier of Digital

How people interact with products and companies has



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How people interact with products and companies has changed ... Learn the six new rules of ... and speaker, and constantly makes presentations at conferences and events all over the world ...

Authors: Karen Gwynne Date: 7/24/2015

Sharing Is Caring

By: Melody Udell Marketing Health Services ... Boston Children's Hospital partnered with IBM to launch OPENPediatrics, a cloud-based social learning platform that ...

Authors: Melody Udell Date: 7/28/2015

Building Global 'Trust Bridges'

Establishing honorable practices in the workplace and across borders remains a powerful concept in the international marketing community ... "If two parties are exposed to common conditions ...

Authors: Michael Czinkota Date: 12/12/2014

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