

From: Berns, Lee-Anne

Sent: 9/3/2015 9:35:48 AM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85702202 - BRAND MATTERS - 740250018 - Request for Reconsideration Denied - Return to TTAB - Message 3 of 5

Attachment Information:

Count: 11

Files: conf-1.jpg, conf-2.jpg, conf-3.jpg, bard-1.jpg, bard-2.jpg, bard-3.jpg, dcad-1.jpg, dcad-2.jpg, dcadclub-1.jpg, dcadclub-2.jpg, mediapost-1.jpg

https://www.ama.org/topics/branding/Pages/default.aspx?k=contentsource="Main"%20AND%20(AMATopicTags="Branding"%20AND%20(ContentType="AMAVirtualEventPage"%20OR%20(ContentType="AMAOnlineTrainingPage"%20OR%20(ContentType="AMATrainingPage"%20OR%20(ContentType="AMAPodcastPage"%20OR%20(ContentType="AMAWebcastPage"%20OR%20(ContentType="AMAConferencePage"%20OR%20(ContentType="AMATextPage"%20OR%20(Content

Branding



From differentiation and positioning, to identity and perception research, the AMA offers an abundance of information, expert insights and educational opportunities on all things related to developing, managing and promoting a successful brand.

Below you'll find links to the latest branding-focused AMA events; magazine and journal articles; podcasts, webcasts and more.

Also, check out the [tools and templates](#) the AMA has available to help you develop a market research project that will deliver accurate and relevant results.

- All
- Events
- Articles
- Multimedia
- Resources

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Health Care Marketing - 2015 - Houston, TX

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ABOUT

About the DC Ad Club

Since 1918, the DC Ad Club has served as the premier industry organization for area advertising professionals.

As a chapter of the American Advertising Federation (AAF), the DC Ad Club promotes integrity and excellence in advertising through professional development seminars, recognizes industry leaders and outstanding work, and serves as the leading networking venue for the industry.

The DC Ad Club membership represents all segments of the industry—clients, agencies, production companies and the media. Ad 2 DC, a subset of the DC Ad Club membership, represents and provides programming for young professionals (age 32 and under) in the industry.

Our Mission

To be the premier industry organization for area advertising professionals. To develop

PR Ideas + Strategy = RESULTS

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EVENTS | JOBS | TWITTER | POLL

September 3, 2015
Leadership Information - Session One
details & registration



value-oriented and relevant programs, services, and events. To expand and grow current and prospective members in the Washington metro ad community.

DC AD CLUB
September 9, 2015
Forward Focus: Food for Thought: Elevating...
[details & registration](#)

DC AD CLUB
September 9, 2015
Leadership Information - Session Two
[details & registration](#)

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Get the latest news, event and membership information from the DC Ad Club.

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400 N Washington St, Suite 300
Alexandria, VA 22314



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PROGRAMS

- Events Calendar
- Upcoming Events
- Past Events
- Advertising Week DC
- Career Catalyst Program
- Nonprofit Resources
- GoodWorks
- Ad 2 DC Public Service
- Awards
 - American Advertising Awards - DC
 - Silver Medal Award
 - District 2 Patricia Martin Crystal Plasm Award

EVENTS

The American Advertising Awards - Washington DC (formerly the DC ADDYs)
 A grand awards celebration held annually to recognize the creative excellence of the local advertising community. This is the first tier in a three-tier international competition.

Advertising Week DC
 The region's largest and most diverse hands-on, networking-driven, training conference for advertising, marketing, digital, technology, public affairs, social media, event marketing, and traditional media leaders. ADWDC is a mix of fee-based, VIP, and invitation-only events for all levels of marketing and communications professionals.

Golf Outing
 An annual social event that brings together members "Tore" a day of camaraderie and friendly competition.

Upcoming Events

 September 3, 2015
Leadership Information - Session One



EVENTS | JOBS | TWITTER | POLL

 September 3, 2015
Leadership Information - Session One
[details & registration](#)

 September 8, 2015
Forward Focus: Food for Thought





[details & registration](#)



September 9, 2015
Forward Focus: Food for Thought: Elevating...
Featuring Patsy Dell, Vice President, Sr
[details & registration](#)



September 9, 2015
Leadership Information - Session Two
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Big Trends Raise Big Questions

Was this revolution digitized? As the hyper-connected futurists and cool kids gather once more at SXSW, MediaPost returns as well to look behind the bright shiny objects. The big trends in gadgetry and interactivity raise bigger questions for the media and marketing industries. From hand-held computers empowering shoppers in store aisles to brands wanting to have real time "conversations" with us during Super Bowls and Oscars nights, where do consumers really want and need advertisers? Across two days we bring together some of the most active and innovative brand marketers and their agencies to map out this intersection of technology, advertising forms (new and old), and changing consumer needs and wants.

Will the mobile migration be fully funded by advertisers?
Is there room in the wearable tech trend for marketers?
How do retailers turn the 'showrooming' hazard into an advantage?
Will online video kill the TV star?
And what about the native ad trend? Will it make for better ads or erode trust in media?

Bright shiny objects and new new things are fun to chase, but ultimately they need to become businesses, and that means software will need to be involved. For more a [slide](#) [MarketView](#)

OMMA returns to SXSW with two days of **exclusive content**, **innovative ideas** and **unparalleled networking opportunities**.



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