

From: Berns, Lee-Anne

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CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85702202 - BRAND MATTERS - 740250018 - Request for Reconsideration Denied - Return to TTAB - Message 4 of 5

Attachment Information:

Count: 15

Files: mediapost-2.jpg, mediapost-3.jpg, mediapost-4.jpg, speciaeven-1.jpg, speciaeven-2.jpg, mastermedi-1.jpg, mastermedi-2.jpg, mastermedi-3.jpg, puget.jpg, psmam-1.jpg, psmam-2.jpg, 9-3-2015 8-55-05 AM.jpg, ces-1.jpg, ces-2.jpg, duplicate name 32786 ces-1.jpg

advertisers will need to be involved. For over a decade, MediaPost has been tracking how emerging technologies and media succeed and fail with the marketers who inevitably need to support them. We bring that expertise and critical perspective once again to SXSW.

Featured Speakers

 Seena Bartlett Lowe's	 Tom Bick Kraft	 Linda Buff GE	 Ryan Bonifacio Arista and Axi
 Michael Deltz Hyundai Motor America	 Jim Endign Papa John's International	 Zoe Glade The Coca-Cola Company	 Laura Gordon 7-Eleven
 Marjorie Gray DISH	 Daniel Gutwein Intel	 Paul Jones Mary Kay Cosmetics	 Josh Kessler Discover Financial Services
 Meredith Kopit Levin NY Times	 Maya Kosovalic L'Oréal Travel Retail Americas	 Stephanie Loose Dell Global Marketing	 Diego Nomez Skullcandy
 Eamonn Store Guardian US	 Vince Vijay TD Bank	 Russell Wager Mazda USA	 Jon Werner Adidas

[View All Speakers](#)

Attendees Included



Quality Pledge

MediaPost strives for excellence in its coverage of media, marketing and advertising. Our mission is to critically engage key questions for brand marketers, media buyers, sellers and emerging platforms. We choose speakers exclusively for their ability to bring perspective and insight to our stage. All conferences are programmed by proven, expert, unbiased journalists. MediaPost has never and will never engage in "pay to play" conferencing.



"Above all other conferences, the OMMA events provide the most comprehensive insight into the state and future of interactive media, marketing and advertising. The content is top-notch, and the individuals I have the opportunity to meet, are the ones leading the charge to make interactive a premier medium for advertisers. These are top-quality events for anyone involved in the digital media space"

Kevin Klein, Head of Marketing, Global Display Advertising, Amazon.com

"The OMMA events are always very, very well organized and informative. The speakers from well known brands and the case studies from solutions providers highly relevant."
Carri Lukasik, Marketing Manager, Disney



2014 LONDON, PHIL ANNING, Managing Director, Agency Store

"This OMMa event had the top talent talking about the most relevant topics in the industry today. It was a phenomenal opportunity to hear about the newest things within the space and to network with some of the brightest minds in the business."
Kristina Simpson, Senior Marketing Associate, eBay

"The OMMa conferences are standout events. The keynotes are great, panels insightful and breakout sessions spot on. Anybody who is anybody in the media business are at these events."
Brian J. Quinn, Chief Revenue Officer, Triad Retail Media

"I love the way dialog develops throughout the day at these OMMa events! The keynotes and sessions were all interesting. Great events!"
JJ Bell, Mortgage Strategy & Planning Lead, ING Direct USA

"The OMMa conferences provide tremendous insight into not only what is happening in the world of Online Marketing, but what will be next. The composition of the audiences at these conferences is a veritable who's who in online media, marketing, and advertising, and allows attendees, regardless of experience level, to learn about the future of advertising - straight from the folks that are shaping it."
Ian Schafer, Founder & CEO, Deep Focus

"The OMMa Conferences continue to deliver insights and fascinating cases from those on the leading edge of their craft. Whether you are an expert or a novice these events are a terrific investment in ensuring you up to date on the latest dimensions of the business."
Tony Jarvis, Research Architect, Olympic Media Consultancy



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OMMA @ SXSW

MARCH 13 - 14, 2015
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Special Events

Friday, March 13

10:00 AM Networking Breakfast for OMMA Attendees



Saturday, March 14

8:30 AM Networking Breakfast for OMMA Attendees





7:00 PM - 11:00 PM OMMA After Party



Bar Bar Austin
218 East 6th Street
Austin, TX

Join hosts Mozu for good times and great refreshments to close out the OMMA @ SXSW event. Continue conversations started over the 2-days at this festive and fun gathering. OPEN BAR and Hors d'oeuvres provided.

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What is Masters of Media like? Watch this 14 minute video to find out.

5 Secrets of the Masters: How the Masters of Media Selling Win More Business 2014 [▶](#)





How the Masters of Media Sales Win More Business

by David Ambrose



Masters of Media Selling is a small-group, intensive, seminar with individual attention to solving your specific sales problems, delivering the best practices in advertising sales boiled down from 20 years of star salesmanship and sales management and 20 years of consulting and training sales people from hundreds of media firms. These principles and practices have been shown to work for the largest media like Parade Magazine (over a million dollars a page) and IV Guide, for city magazines, cable and IV and newspapers and dot-com companies and business-to-business media companies. The instructor will help you apply the principles to your medium and sales challenges.

Three skill sets make Masters of Media Selling:

1. Planning and prospecting to get the right appointment at the right time, along with the right information to make a sale.
2. Persuasion that sells, not tells. We focus on understanding and using the 6 principles of influence.
3. Probing, handling objections and closing to achieve and advancement of the sale rather than another "good call" that goes nowhere.

Do you believe your media should be getting a bigger share of the buys? Are you having trouble getting appointments with the right buyers? Do your potential customers have you on a pointless RFP treadmill? These are all common complaints of media management. The Media Masters sales course will give you skills to solve every one of these problems and more.

After this class, you or your sales people will have more success getting higher level appointments with decision makers, BEFORE the RFP is issued. You'll know how to create a presentation that gets your prospects to AGREE FROM THE START, and you'll understand how great sales people get their clients to change their mind. That is right. How often do you hear your prospects say "I didn't buy from you last year, but I was wrong. Now I'm giving you the order?" Media Masters will show you how to open up your client's mind to a different view.

Who is this class for? For entry level sales people it will be a revelation, so much clarity to open up the black art of sales, clear plans and benchmarks to set their sights upon, and clear strategies to juggle many clients and focus on the big opportunities, and a clear persuasion strategy that is proven to work. For sales managers it will give you a multitude of solutions to teach your sales people. For experienced sales people it will help them learn how to build on your strengths and shore up your weaknesses.

Master Plan for Selling Advertising Media

The first requirement of sales is getting to the right place at the right time with the right information to make a sale. Whether your "right place" is on the phone or in person, sales masters organize themselves to juggle hundreds of accounts and still call the right people at the right time. And they do it with the right ideas and information at their fingertips to make sales. Failing to get to the right time and place is the first way to fail...no matter how charming and convincing you are.

Master Plan will cover how to prospect for leads, quality which leads to work most intensively, and how to develop a sales cycle of selling, and renewing business. Master Plan will make you the master of your territory, showing management your plan on key accounts and where they come in to help you advance big accounts.

Master Persuasion to Win Advertising Sales

Persuading like a Master will help you understand how to create shared agreement at the beginning of your sales persuasion so that you can lead the buyer from agreement to agreement to a sale, making logical objection hard to voice. Master persuaders know how to open buyers minds to change, to make the purchase the buyer didn't, at first, think they want.

Master the Jargon

Master Media will teach you the concepts and language to master competitive media; if you are a print seller we'll help you understand digital and broadcast terminology to prepare you to go nose to nose with a media director discussing how your media is the right place for the investment. You are likely selling a multiple media package of two or three media. You can no longer be most successful understanding only your property.

Master Closers are Master Probers and Objection Handlers

Almost all sales people know they should ask more questions in their sales process, but they don't do it. One reason is that they are afraid to ask dumb questions. But we know that if we ask the right questions, the client will tell us what they want in a way we can work with to sell them what they want (or in the language they want to hear it in). The master sales class will give you the structure to probe better for opportunities and for objections, and to handle objections in a simple, natural, and systematic way. Today, objections start with getting appointments. So objection handling skills are critical at every stage of the sales process from prospecting to closing deals.



- Networking Events
- 2012 Pulse Awards
- 2011 Pulse Awards
- MarketMix 2013
- MarketMix 2012
- National AMA Events
- Interactive Learning
- Workshops
- Contact Us
- AMA TV
- 2014 Pulse Awards
- April 2014 Membership
- Drive for PSAMA
- PSAMA Board Election
- Candidates for 2015

Networking Events

The PSAMA Networking Committee provides an opportunity for PSAMA members and future members to connect, share career advice, and create a close knit group of Puget Sound marketers through professional and fun events.

Our popular Speed Networking events allow members to creatively meet everyone in the room through quick, focused conversations. We also have social events that promote camaraderie among members and help to expand your professional networks.





- About PSAMA
- Board of Directors
- Healthcare SIG
- Direct Marketing SIG
- South Sound SIG
- Colleague Relations
- Volunteer Opportunities
- PSAMA Mentoring
- FAQ's



About PSAMA

The PSAMA is the largest and most comprehensive professional marketing association in Washington State. Our mission is to advance the careers of all marketing professionals in the Puget Sound through professional education, events, networking, resources, industry news, and job opportunities.

We are committed to excellence in marketing while creating a strong community through monthly luncheons, Pulse Awards, MarketMix, South Sound / Healthcare / Direct Marketing Special Interest Groups, In The Know workshops and networking events, Student Chapters and Members Only resources and special discounts.

The Perks of PSAMA Memberships



SPONSORSHIP OPPORTUNITIES AVAILABLE FOR THE 2015-2016 SEASON

Reach the largest group of Puget Sound Marketers by supporting PSAMA and our events. To learn more about our sponsorship opportunities, contact Tim Mohler.



If you would like to connect with peers to grow personally and professionally, we encourage you to join the PSAMA. We look forward to meeting you!

About AMA National

The American Marketing Association (AMA) is the professional association for individuals and organizations who are leading the practice, teaching, and development of marketing worldwide. The principal roles are:

- Connecting: The AMA serves as a conduit to foster knowledge sharing.
- Informing: Providing resources, education, career and professional development opportunities.
- Advancing: Promoting/ supporting marketing practices and thought leadership.

Through relevant information, comprehensive education and targeted networking, the AMA assists marketers in deepening their marketing expertise, elevating their careers and ultimately, achieving better results.

To learn about the AMA, visit our national site at www.ama.org



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Interactive Learning Workshops

We provide a variety of interactive learning events and workshops with structured networking opportunities that focus on providing valuable and actionable information that members can use to improve their professional knowledge and networking skills.

Our educational workshops have included such topics as: Getting into an MBA Program; Networking by Personality Code; Change Your Career; Improve your Life; Marketing Trends of 2011 and Understanding and Applying Analytics. During the 2013/14 year, we plan to hold five Speed Networking events, 5-7 workshops, and are introducing Marketing Lounge, a quarterly social event with a relaxed and fun atmosphere for free-form networking.



Stay informed and attend upcoming networking and workshop events to boost your knowledge and your career!



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