From: Wood, Caroline

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To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85794896 - ZRPICASSO - 12-436 - Request for Reconsideration Denied - Return to TTAB - Message 3 of 4

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Attachment Information:

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Files: p6-2.jpg, p6-3.jpg, p6-4.jpg, p6-5.jpg, p6-6.jpg

Cosmetic Dentistry
Dental Emergency
Dental Fillings
Dental First Aid Kit
Dental Implants
Dental Procedure
Dental Whitening
Implant Dentistry
Orthodontic Dentistry
Periodontal Treatment
Porcelain Veneer
Preventative Dentistry
Restorative Dentistry
Sensitive Teeth
TMJ Treatment
Tooth Grinding
Tooth Whitening
Wisdom Tooth Extraction

Dental team can help assess and evaluate the right treatment option for your sensitive tooth issues — from a root canal treatment to dental crowns and bonding.

Call us at (908) 998-9052 or fill out this contact form to schedule an appointment. We look forward to your visit!

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4 Possible Reasons You Have Bad Breath (Apart from Onions and Garlic!)

Posted on 30 Dec 2013. Filed under: Preventative Dentistry

Onions and garlic are often associated with stinky breath. However, here at our Northern New Jersey dental practice, we often educate our patients that the innocent-looking spices alone are not just the culprits of bad breath.

Below are other circumstances that could lead to bad breath:

1. Gum problems such as gingivitis and periodontitis – The proliferation of bacteria in between gums can actually contribute to bad breath. Furthermore, tooth loss may result from gum problems, too.

2. Stomach problems, ulcers caused by H.Pylori for example. The researchers of this study found out a positive correlation between gastrointestinal disease due to H.Pylori infection and bad breath.

3. Menstruation and pregnancy – Both circumstances involve sudden hormonal shifts which can alter the status of your gums and teeth, making them more bacteria-friendly. With the proliferation of bacteria in your mouth, bad breath is just around the corner!

4. Situations which result to dry mouth such as breathing through your mouth when you have a cold or sinusitis or a job which involves a lot of talking such as making sales calls or talking in lectures. Dry environments favor bacteria-causing bad breath hence the stinky smell.

Have you noticed that you have bad breath? Let us help you figure out the root cause! Call us at (908) 998-9052 or fill out this contact form to schedule an appointment. We look forward to your visit!

Quick Guide to Creating Your Dental First Aid Kit

Posted on 15 Dec 2013. Filed under: Dental Emergency, Dental First Aid Kit

Whether or not the next zombie apocalypse is happening soon, we often remind our clients here at our Northern New Jersey dental practice to create their own dental first aid kit. Although our highly experienced team of dental

New Jersey dental practice to create their own dental first aid kit. Although our highly experienced team of dental professionals and hygienists are ready to respond to dental emergencies, it is still important to have your own set of kit just in case the zombies will make it difficult for us to reach out to you.

The following items will certainly come in handy if you have them in your dental emergency kit!

For Toothache: Pain medications such as ibuprofen, acetaminophen, and clove oil. Ice packs can help reduce swelling and floss/toothpicks can help remove food particles stuck in between teeth.

For Lost Fillings Crowns, or Chipped Tooth: Tweezers may come in handy when replacing or putting crowns back. Dental wax and temporary crown cement and/or material may help with temporary replacement.

Other dental emergency tools include flashlight, mirror, and medical gloves. The first two are ideal for visualizing what's wrong inside your mouth while the gloves will keep everything hygienic as much as possible.

Got a Dental Emergency in Northern New Jersey?

Having a dental emergency kit will surely help you avoid further damage when a crown falls off or relieve pain when you find yourself writhing in toothache. In case of dental emergencies, get in touch with us right away by calling (908) 998-9052. You can also avoid such emergencies from happening if you regularly visit us for dental checkups wherein we can detect early signs of future oral health problems. Schedule a consultation by filling out this contact form!

Possible Scenarios to Have Your Wisdom Tooth Extracted

Posted on 30 Nov 2013. Filed under: Wisdom Tooth Extraction

Your wisdom tooth is supposed to erupt as unruffled as possible, with the least amount of fuss it could create. However, this is not the case for many of our patients here at our Northern New Jersey dental practice as their third molars erupt painfully. While others benefit from their additional wisdom teeth, some find them wanting to be removed as soon as possible.

Below are possible scenarios that warrant wisdom tooth extraction:

- There isn't enough room in your mouth leading to your wisdom tooth erupting at an awkward angle. This makes it difficult to brush and clean them leading to likelihood of cavities and gum disease.
- Wisdom tooth that did not completely break through into the mouth. This may cause problems later on, such as damage the adjacent molar and cause gum problems.

Other reasons to have your wisdom tooth extracted include presence of gum disease, severe tooth decay, infection, tumors, and damage to adjacent teeth.

tumors, and damage to adjacent teeth.

Let the Garden State Dental team assess and evaluate the status of your wisdom tooth. Our highly experienced team will be able to recommend the best treatment option for your wisdom teeth woes. Call us at (908) 998-9052 or fill out this contact form to schedule an appointment. We look forward to your visit!

Tooth Grinding Issues Should Be Taken Seriously

Posted on 15 Nov 2013. Filed under: Bruxism, Tooth Grinding

Tooth grinding, particularly when one is asleep, is quite common. Some of our patients here at our Northern New Jersey dental practice though are not even aware that they grind their teeth while they're snoozing their way to Dreamland.

Although such habit does not pose immediate danger, it could actually result to severe damage to your teeth when it happens frequently. Apart from the persistent headaches and jaw soreness, grinding your teeth could potentially result to tooth loss.

By and large, one can reduce the frequency of tooth grinding episodes through the following steps:

- reduce consumption of caffeine and alcoholic beverages
- engaging in hobbies, sports, and physical activities that help alleviate stress
- limit excessive chewing during the daytime such as chewing gums, pens, fingernails, or any activity that enables the jaw to clench
- keep yourself hydrated throughout the day

If tooth grinding is an ongoing issue on your end, our Garden State Dental team are trained and experienced to help you curb the problem and protect your teeth. Our dentists will be able to figure out the extent of the damage and recommend treatments that will prevent further grinding. Call us at (908) 998-9052 or fill out this contact form to schedule an appointment. We look forward to your visit!

A Closer Look on the Pros and Cons of At-Home Tooth Whitening Kits

Posted on 30 Oct 2013. Filed under: Tooth Whitening

Tooth whitening is one of the most popular dental services we have here at our Northern New Jersey dental practice.

Despite its popularity, some people still turn to at-home whitening kits because they find in-office treatments expensive. In addition, at-home whitening kits are readily available ranging from strips to toothpastes.

So, would you rather do it yourself at home? We lay down the pros and cons of at-home tooth whitening below!

Advantages of At-Home Tooth Whitening

- cheaper than in-clinic treatments
- more convenient since you can do it anytime
- easy-to-use gels, trays, and strips
- some kits offer moldable trays for customized comfort

Disadvantages of At-Home Whitening

- results may not be as striking and noticeable
- some at-home whitening kits are shown to result to increased sensitivity of teeth and gums
- some areas of concern such as presence of dental cavities may not be identified resulting to future dental issues
- stains that are very difficult to remove may require professional level of whitening techniques

Safe and Effective Tooth Whitening at the Garden State Dental

Let us help you figure out whether or not you can benefit from at-home whitening kits! By and large, tooth whitening at our offices will only last for less than an hour. For more information on tooth whitening here at our Northern New Jersey dental practice, get in touch with any of our 4 offices. Call us at (908) 998-9052 or fill out this contact form to schedule an appointment!

How Dental Implants Do More Than Just Fill Missing Tooth

Posted on 15 Oct 2013. Filed under: Dental Implants, Implant Dentistry

Tooth loss is one of those realities in life; it will eventually happen either by accident or aging. The good news is that dental implants here at our Northern New Jersey dental practice are meant to replace missing tooth for a lifetime.

And what's more? Dental implants do more than just fill gaps! Below are what dental implants could do for you:

- Keeps the adjacent teeth intact
- Preserves the integrity of your jawbone which normally occurs after a tooth loss
- Does not interfere with eating thus will not affect your nutritional intake

- Does not interfere with eating thus will not affect your nutritional intake
- Renews self-confidence and restored self-esteem due to significant improvement in your smile
- Preserves the integrity of facial structures
- Convenient oral hygiene; you can take care of it like you would your normal teeth

Dental Implants in Northern New Jersey

The steps involved in the placement of dental implants involves drilling into the patient's jawbone directly under the space created by the missing teeth so that the dental implant can be inserted into the bone tissue and allowed to heal under the gum-line for several months. After complete fusion has been achieved, the dental implants will be uncovered and metal extensions are attached. Replacement teeth will be affixed onto the extensions to fill in the gaps created by the missing tooth or teeth.

Would you like to learn about how dental implants could improve your smile? Call us at (908) 998-9052 or fill out this contact form to schedule an appointment. We look forward to your visit!

Opt for the Best Teeth Restoration in Natural Looking Dentures

Posted on 30 Sep 2013. Filed under: Restorative Dentistry

Losing a permanent tooth is always painful in the sense that a part of you is gone away for good — so how much more then would it be if the losing involves a couple of your teeth or a whole set of teeth? But then again, there is no use crying over spilled milk. You may still be able to replace your lost teeth with either partial or complete dentures.

A denture is typically defined as a removable replacement for missing teeth and surrounding tissues. The denture is considered "complete" when all the teeth are missing (either upper or lower teeth), while it is "partial" when there are some natural teeth remaining. With the proper installation of dentures, you can now own back a set of teeth with no missing piece at all. In time, you would be able to adjust completely and feel as if the dentures are your original teeth.

Moreover, with the advances in dental technology, you can now choose dentures that are as near looking and near functioning as natural teeth. The Garden State Dental is a Roselle Park, NJ practice that caters to various types of dentures that are designed to suit precisely to each individual patient.

As a general rule in dentures, the suggestion is to choose dentures that are lightweight and mimic the look and feel of natural teeth. Most natural looking dentures are made from a combination of metals and synthetic material such as acrylic resin. In terms of clasps (object used to attach the denture to existing teeth), there is a type of clasp that is natural-looking and hard to detect. The assigned dentist at Garden State Dental will fully explain these options upon determination that you need to have dentures.

For more info on our topnotch denture services and to set appointment schedule with our dental surgeons, please contact us today at (908) 998-9052 or via this Online Contact Form.