

From: Teng, Simon

Sent: 6/5/2014 8:39:37 AM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85892299 - SOUTH BEACH SWIMWEAR - N/A - Request for Reconsideration Denied - Return to TTAB - Message 9 of 17

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Attachment Information:

Count: 6

Files: 2ewrwerew-2.jpg, 2ewrwerew-3.jpg, 2ewrwerew-4.jpg, 2ewrwerew-5.jpg, 2ewrwerew-6.jpg, 2ewrwerew-7.jpg

**Brand** ▾

**Featured Brands**

- Calvin Klein (10)
- INC International Concepts (1/)
- Lauren Ralph Lauren (31)
- Michael Kors (31)
- Ralph Lauren (6)
- Ray-Ban (1)
- Tommy Hilffiger (6)
- Bar III (21)
- DKNY (24)
- Jessica Simpson (21)

**All Brands**

**Size** >

**Swim Top Style** ▾

- Bandeau (192)
- Halter (234)
- One Shoulder (12)
- Triangle (29)
- Underwire (79)

**Swim Bottom Style** ▾

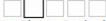
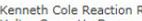
- Boy Shorts (15)
- Brief (304)
- High Waisted (15)
- Side Tie Bikini (51)
- Skirted (63)

**Color** >

 <p>Tommy Bahama Polka-Dot Bikini Top &amp; Printed Brief Bottom <b>Special Savings</b> On Sale <b>EXTRA 25% OFF</b></p>	 <p>Lauren Ralph Lauren Colorblock Flysway One-Piece Swimsuit <b>Special Savings</b> Reg. \$114.00 Sale \$85.50</p>	 <p><input type="checkbox"/> Kenneth Cole Reaction Crochet-Neck Dress Cover Up Reg. \$58.00 Sale \$49.30 <b>EXTRA 25% OFF</b> ★★★★ (7)</p>	 <p>Kenneth Cole Reaction Printed Ruffle-Hem Tankini Top &amp; Banded Bikini Bottom <b>Special Savings</b> Reg. \$50.00 - 62.00 Sale \$25.00 - 31.00 <b>EXTRA 25% OFF</b></p>
 <p>MICHAEL Michael Kors Hardware Halter One-Piece Swimsuit Reg. \$108.00 Sale \$86.40 ★★★★ (1)</p>	 <p>La Blanca Ruched Halter Bikini Top &amp; Side-Tab Bikini Bottom <b>Special Savings</b> On Sale <b>EXTRA 25% OFF</b> ★★★★ (5)</p>	 <p>Lauren Ralph Lauren Paisley-Print Tummy-Control One-Piece Swimsuit <b>Special Savings</b> Reg. \$116.00 Sale \$87.00</p>	 <p>DKNY Ruched Halter One-Piece Swimsuit Reg. \$90.00 Sale \$67.50 <b>EXTRA 25% OFF</b> ★★★★ (11)</p>
 <p>Hula Honey Strapless Bandeau Cover-Up <b>Special Savings</b> Reg. \$28.00 Sale \$14.00 <b>EXTRA 25% OFF</b> ★★★★ (51)</p>	 <p>Profile By Gottex Hooded Open-Knit Dress Cover Up <b>Special Savings</b> Reg. \$68.00 Sale \$34.00 <b>EXTRA 25% OFF</b></p>	 <p>MICHAEL Michael Kors Zippered Bandeau One-Piece Swimsuit Reg. \$112.00 Sale \$89.60 ★☆☆☆ (1)</p>	 <p>also in plus sizes Anne Cole Twist-Front Bandeau One-Piece Swimsuit <b>Special Savings</b> Reg. \$98.00 Sale \$49.00 <b>EXTRA 25% OFF</b> ★★★★ (1)</p>
			



<p>Sale \$70.40 ★★★★ (3)</p>	<p>Special Savings Reg. \$58.00 Sale \$43.50 <b>EXTRA 25% OFF</b> ★★★★ (5)</p>	<p>On Sale</p>	<p>Reg. \$132.00 Sale \$105.60</p>
 <p>tummy control</p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>MICHAEL Michael Kors Tiered Ruffle One-Piece Swimsuit Reg. \$120.00 Sale \$96.00 ★★★★ (2)</p>	 <p>also in plus sizes</p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>Profile by Gottex Crochet High-Low Cover Up Special Savings Reg. \$58.00 Sale \$29.00 <b>EXTRA 25% OFF</b> ★☆☆☆ (1)</p>	 <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>J Vaidi Cover Up, Sheer Floral-Lace Tank Dress Special Savings Reg. \$54.00 Sale \$27.00 <b>EXTRA 25% OFF</b> ★★★☆☆ (5)</p>	 <p>also in plus sizes</p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>Profile by Gottex Twist-Front Bandeau One-Piece Swimsuit Special Savings Reg. \$128.00 Sale \$64.00 <b>EXTRA 25% OFF</b> ★★★★ (22)</p>
 <p>also in plus sizes</p> <p><input type="checkbox"/> <input type="checkbox"/></p> <p>Anne Cole Short-Sleeve Mesh Tunic Cover Up Special Savings Reg. \$52.00 Sale \$26.00 <b>EXTRA 25% OFF</b> ★★★★ (1)</p>	 <p>tummy control</p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>Swim Solutions Polka-Dot Tiered One-Piece Swimsuit Reg. \$99.00 Sale \$79.20 <b>EXTRA 25% OFF</b> ★★★★ (1)</p>	 <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>Raviyo Strapless High-Low Cover Up Special Savings Reg. \$48.00 Sale \$24.00 <b>EXTRA 25% OFF</b></p>	 <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>Kenneth Cole Reaction Bandeau Cutout One-Piece Swimsuit Special Savings Reg. \$102.00 Sale \$81.60 <b>EXTRA 25% OFF</b> ★★★★ (44)</p>

 <p>Anne Cole Halter Twist-Front Bikini Top &amp; Side-Tie Bikini Bottom</p> <p><b>Special Savings</b> Reg. \$44.00 Sale \$33.00 - 35.20 <b>EXTRA 25% OFF</b></p> <p>★★★★★ (7)</p>	 <p>La Blanca Ruched Over the Shoulder One-Piece Swimsuit</p> <p><b>Special Savings</b> Reg. \$119.00 Sale \$89.25 <b>EXTRA 25% OFF</b></p> <p>★★★★★ (16)</p>	<p>tummy control</p>  <p>Kenneth Cole One-Shoulder Asymmetrical Ruffle One-Piece Swimsuit</p> <p><b>Special Savings</b> Reg. \$107.00 Sale \$80.25 <b>EXTRA 25% OFF</b></p> <p>★★★★★ (15)</p>	 <p>Kenneth Cole Reaction Twist-Front Tankini Top &amp; Hipster Bikini Bottom</p> <p><b>On Sale</b> <b>EXTRA 25% OFF</b></p> <p>★★★★★ (1)</p>
 <p>Nike Crisscross One-Piece Swimsuit</p> <p><b>Special Savings</b> Reg. \$88.00 Sale \$44.00 <b>EXTRA 25% OFF</b></p> <p>★★★★★ (2)</p>	<p>also in plus sizes</p>  <p>Raviya Convertible Tie-Dye Maxi Skirt Cover Up</p> <p><b>Special Savings</b> Reg. \$48.00 Sale \$24.00 <b>EXTRA 25% OFF</b></p> <p>★★★★★ (3)</p>	 <p>Kenneth Cole Reaction Colorblock Maxi Dress Cover Up</p> <p><b>Special Savings</b> Reg. \$58.00 Sale \$29.00 <b>EXTRA 25% OFF</b></p> <p>★★★★★ (15)</p>	 <p>Kenneth Cole Reaction Ruffle Halter Cover Up Dress</p> <p><b>Special Savings</b> Reg. \$74.00 Sale \$37.00 <b>EXTRA 25% OFF</b></p> <p>★★★★★ (1)</p>
 <p>Raviya Strapless Printed Cover Up</p> <p><b>Special Savings</b> Reg. \$48.00 Sale \$24.00 <b>EXTRA 25% OFF</b></p> <p>★★★★★ (2)</p>	 <p>Ralph Lauren Blue Label Scoop-Neck Logo One-Piece</p> <p>Reg. \$80.00 Sale \$68.00 <b>EXTRA 25% OFF</b></p> <p>★★★★★ (21)</p>	 <p>MICHAEL Michael Kors Halter Logo Tankini Top &amp; Ruched Bikini Bottom</p> <p><b>On Sale</b> <b>EXTRA 25% OFF</b></p> <p>★★★★★ (5)</p>	 <p>Kenneth Cole Reaction Cropped Crochet Bikini Top &amp; Side-Tie Bikini Bottom</p> <p><b>On Sale</b> <b>EXTRA 25% OFF</b></p>

also in plus sizes

Becca Crochet Tunic Cover Up  
 Special Savings  
 Reg. \$68.00  
 Sale \$34.00  
 ★★★★★(2)

Anne Cole Ruched One-Piece Swimsuit  
 Special Savings  
 Reg. \$92.00  
 Sale \$46.00  
 EXTRA 25% OFF

Profile by Gottex Ruched Ruffle-Hem Swimsuit  
 Special Savings  
 Reg. \$128.00  
 Sale \$96.00  
 EXTRA 25% OFF  
 ★★★★★(4)

La Blanca Ruched Tankini Top & Hipster Bikini Bottom  
 Special Savings  
 Reg. \$39.00 - 89.00  
 Sale \$31.20 - 66.75  
 EXTRA 25% OFF  
 ★★★★★(1)



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### Swim

Swimsuit season is here! Whether you're prepping for some fun in the sun on a tropical retreat or simply lounging poolside in your backyard, be sure to shop for exciting styles of women's swimwear at Macy's. Find the latest looks in one-piece and two-piece suits, along with trendy beach gear like cover-ups.

Show off your beach bod in a two-piece bathing suit. Check out the selection of bikinis in a variety of top styles paired with brief bottoms. Keep it classic with the timeless look of a halter bikini top. For a seamless tan, opt for a bandeau top with a removable strap, which can be easily removed when you plan to lie out in the sun. Prefer more modest beachwear? Look cute in a tankini top (which covers the tummy), and try a skirted swim bottom or board shorts for a fun and flirty ensemble. Mix and match solid-colored or printed tops and bottoms to create your own unique outfit.

Make a statement in a chic one-piece swimsuit. Sashay in style in a sweet swim dress or go for the slimming silhouette of a tummy control bathing suit. Look for delightful designs of ruffled, ruffled or tiered details, or stand out from the crowd in an eye-catching all-over print. Rock out under the sun in your favorite color in a solid suit or go for the multi-hue mix of the colorblocked design. Or get the look of a two-piece in one piece with a trendy monokini featuring daring cutouts.

Before you hit the waves, make sure you've got the hottest swimwear in your closet. From sassy two-pieces to elegant one-pieces, stock up on women's swimwear, the options are endless. Don't forget to check out cover ups like tunics, dresses and shorts for when you're out of the water. A new sizzling swimsuit awaits you at Macy's.

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