

## Request for Reconsideration after Final Action

**The table below presents the data as entered.**

Input Field	Entered
<b>SERIAL NUMBER</b>	85904828
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 107
<b>MARK SECTION (no change)</b>	
<b>GOODS AND/OR SERVICES SECTION (016)(current)</b>	
<b>INTERNATIONAL CLASS</b>	016
<b>DESCRIPTION</b>	
General feature magazines and magazine supplements for newspapers in the fields of oceans, water, nature environmental protection and conservation, sustainable living, and support of eco-friendly projects, products and organizations; General feature magazines and magazine supplements for newspapers featuring global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects in art, film, music, fashion, design, namely, product design innovation, technology, activism, science; Posters, invitations, pamphlets, brochures, manuals, books, book flyers, informational sheets and newsletters, adhesive backed stickers, and kits comprising one or more of the materials, namely, posters, stickers, manuals, books, booklets, flyers, informational sheets, and newsletters oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco projects, products, services and organizations, global projects that create awareness for of specific topics that the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects, namely, in art, film, music, fashion, design, namely, product design innovation, technology, activism	
<b>FILING BASIS</b>	Section 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 10/15/2012
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 10/15/2012
<b>GOODS AND/OR SERVICES SECTION (016)(proposed)</b>	
<b>INTERNATIONAL CLASS</b>	016
<b>TRACKED TEXT DESCRIPTION</b>	
General feature magazines and magazine supplements for newspapers in the fields of oceans, water, nature	

environmental protection and conservation, sustainable living, and support of eco-friendly projects, products and organizations; General feature magazines and magazine supplements for newspapers featuring global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects in art, film, music, fashion, design, namely, product design innovation, technology, activism, science; ~~Posters, invitations, pamphlets, brochures, manuals, books, booklets, flyers, informational sheets and newsletters, adhesive backed stickers, and kits comprising one or more of the foregoing materials, namely, posters, stickers, manuals, books, booklets, flyers, informational sheets, and newsletters in the field of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, services and organizations, global projects that create awareness for of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects, namely, in art, film, music, fashion, design, namely, product design innovation, technology, activism, science~~  
Posters, printed invitations, printed pamphlets, brochures, manuals, books, booklets, leaflets, flyers, informational sheets and newsletters, adhesive backed stickers, and kits comprising one or more of the foregoing materials, namely, posters, stickers, manuals, books, booklets, flyers, informational sheets, and newsletters in the field of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, services and organizations, global projects that create awareness for of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects, namely, in art, film, music, fashion, design, namely, product design innovation, technology, activism, science

**FINAL DESCRIPTION**

General feature magazines and magazine supplements for newspapers in the fields of oceans, water, nature, environmental protection and conservation, sustainable living, and support of eco-friendly projects, products and organizations; General feature magazines and magazine supplements for newspapers featuring global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects in art, film, music, fashion, design, namely, product design innovation, technology, activism, science; Posters, printed invitations, printed pamphlets, brochures, manuals, booklets, leaflets, flyers, informational sheets and newsletters, adhesive backed stickers, and kits comprising more of the foregoing materials, namely, posters, stickers, manuals, books, booklets, flyers, informational sheets and newsletters in the field of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, services and organizations, global projects that create awareness for of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects, namely, in art, film, music, fashion, design, namely, product design innovation, technology, activism, science

<b>FILING BASIS</b>	Section 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 10/15/2012
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 10/15/2012

**GOODS AND/OR SERVICES SECTION (035)(current)**

<b>INTERNATIONAL CLASS</b>	035
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**DESCRIPTION**

Advertising services, namely, promoting and marketing the goods and services of others in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects

products, services and organizations, global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects in art, film, music, fashion, design, namely, product design, innovation, technology, activism, and science via electronic media; arranging and conducting marketing promotional events for others; Providing marketing organization of events, exhibitions, fairs and shows for others for commercial, promotional and advertising purposes; Promoting the parties and special events of others; Promotional advertising and sponsorship of products and services of third parties through sponsoring arrangements and license agreements for non profit organizations for ocean and marine wildlife conservation, individuals, namely, artists, scientists, activists, musicians, fashion designers, film-makers, designers, companies; Promotional advertising using content in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, and projects that raise awareness and funds for charitable and for profit projects, products or/and services; Promotional advertising and sponsorship of events, conferences, content in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, products, services and organizations, global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, projects, services, individuals, organizations, namely, the bringing together for the benefit of others

<b>FILING BASIS</b>	Section 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 01/31/2013
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 01/31/2013

**GOODS AND/OR SERVICES SECTION (035)(proposed)**

<b>INTERNATIONAL CLASS</b>	035
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**TRACKED TEXT DESCRIPTION**

Advertising services, namely, promoting and marketing the goods and services of others in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, services and organizations, global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects in art, film, music, fashion, design, namely, product design, innovation, technology, activism, and science via electronic media; arranging and conducting marketing promotional events for others; ~~Providing marketing organization of events, exhibitions, fairs and shows for others for commercial, promotional and advertising purposes;~~ organization of events, exhibitions, fairs and shows for others for commercial, promotional and advertising purposes; Promoting the parties and special events of others; ~~Promotional advertising and sponsorship of products and services of third parties through sponsoring arrangements and license agreements for non profit organizations for ocean and marine wildlife conservation, individuals, namely, artists, scientists, activists, musicians, fashion designers, film-makers, designers, companies;~~ Promotional advertising and sponsorship of products and services of third parties through sponsoring arrangements and license agreements for non profit organizations for ocean and marine wildlife conservation, for individuals, namely, artists, scientists, activists, musicians, fashion designers, film-makers and for companies; ~~Promotional advertising using content in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, and projects that raise awareness and funds for charitable and for profit projects, products or/and services;~~ Promotional advertising and sponsorship of events, conferences, content in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, products, services and organizations, global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, projects, services, individuals, organizations, namely,

together for the benefit of others

**FINAL DESCRIPTION**

Advertising services, namely, promoting and marketing the goods and services of others in the fields of oceans, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, services and organizations, global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects in art, film, music, fashion, design, namely, product design, innovation, technology, activism, and science via electronic media; arranging and conducting marketing promotional events for others; organization of events, fairs and shows for others for commercial, promotional and advertising purposes; Promoting the parties and events of others; Promotional advertising and sponsorship of products and services of third parties through arrangements and license agreements for non profit organizations for ocean and marine wildlife conservation projects, individuals, namely, artists, scientists, activists, musicians, fashion designers, film-makers, designers, and film companies; Promotional advertising and sponsorship of events, conferences, content in the fields of oceans, nature, wildlife, environmental protection and conservation, sustainable living, products, services and organizations, global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, projects, services, individuals, organizations, namely, the bringing together for the benefit of others

**FILING BASIS** Section 1(a)

**FIRST USE ANYWHERE DATE** At least as early as 01/31/2013

**FIRST USE IN COMMERCE DATE** At least as early as 01/31/2013

**GOODS AND/OR SERVICES SECTION (036)(current)**

**INTERNATIONAL CLASS** 036

**DESCRIPTION**

Charitable fundraising services by means of organizing and conducting special events; charitable fundraising for the conservation of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, and services; global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values; collaboration and co-creation projects, namely, art, film, music, fashion, design, namely, sustainable product and urban design, innovation, technology, activism, and science to raise awareness for environmental protection and conservation of the oceans, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, and services; Financial sponsorship of events, non-profit organizations, concerts, cultural activities, entertainment, consumer products, analog and digital games, projects, media and marketing campaigns, and activists, concerning oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, and services or that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects

**FILING BASIS** Section 1(a)

**FIRST USE ANYWHERE DATE** At least as early as 02/07/2013

**FIRST USE IN**

COMMERCE DATE	At least as early as 02/07/2013
<b>GOODS AND/OR SERVICES SECTION (036)(proposed)</b>	
INTERNATIONAL CLASS	036
<b>TRACKED TEXT DESCRIPTION</b>	
<p>Charitable fundraising services by means of organizing and conducting special events; charitable fundraisin the conservation of oceans, water, nature, wildlife, environmental protection and conservation, sustainable support of eco-friendly projects, products, and services; <del>global projects that create awareness of specific to the protection and conservation of planet earth and its inhabitants, resources and values; global projects t awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants and values, collaboration and co-creation projects, namely, art, film, music, fashion, design, namely, sustain and urban design, innovation, technology, activism, and science to raise awareness for environmental prote conservation of the ocean; collaboration and co-creation projects, namely, art, film, music, fashion, design, sustainable product and urban design, innovation, technology, activism, and science to raise awareness for environmental protection and conservation of the ocean; Financial sponsorship of events, non-profit organi concerts, cultural activities, entertainment, projects, media and marketing campaigns, and activists, concern water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friend products, and services that create awareness of specific topics that relate to the protection and conservation earth and its inhabitants, resources and values; Financial sponsorship of events, non-profit organizations, ce cultural activities, entertainment, consumer products, analog and digital games, projects, media and market campaigns, and activists, concerning oceans, water, nature, wildlife, environmental protection and conserva sustainable living, support of eco-friendly projects, products, and services or that create awareness of speci relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaborat creation projects</del></p>	
<b>FINAL DESCRIPTION</b>	
<p>Charitable fundraising services by means of organizing and conducting special events; charitable fundraisin for the conservation of oceans, water, nature, wildlife, environmental protection and conservation, sustainal support of eco-friendly projects, products, and services; global projects that create awareness of specific to relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaborat creation projects, namely, art, film, music, fashion, design, namely, sustainable product and urban design, i technology, activism, and science to raise awareness for environmental protection and conservation of the c Financial sponsorship of events, non-profit organizations, concerts, cultural activities, entertainment, projec marketing campaigns, and activists, concerning oceans, water, nature, wildlife, environmental protection ar conservation, sustainable living, support of eco-friendly projects, products, and services that create awarenc topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values</p>	
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 02/07/2013
FIRST USE IN COMMERCE DATE	At least as early as 02/07/2013
<p><b>"The substitute (or new, if appropriate) specimen(s) was/were in use in commerce early as the filing date of the application"</b> [for an application based on Section 1(a), l</p>	

<b>STATEMENT TYPE</b>	<i>Commerce] OR "The substitute (or new, if appropriate) specimen(s) was/were in use in commerce prior either to the filing of the Amendment to Allege Use or expiration of the deadline for filing a Statement of Use" [for an application based on Section 1(b) Inter</i>
<b>SPECIMEN FILE NAME(S)</b>	
<b>ORIGINAL PDF FILE</b>	<a href="#">SPU2-69193168214-20140910101542279142_.BOOKLET.Parley.Wall.Street.small</a>
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<b>CONVERTED PDF FILE(S) (1 page)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\859\048\85904828\xml10\RFR0039.JPG">\\TICRS\EXPORT16\IMAGEOUT16\859\048\85904828\xml10\RFR0039.JPG</a>
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<b>CONVERTED PDF FILE(S) (1 page)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\859\048\85904828\xml10\RFR0040.JPG">\\TICRS\EXPORT16\IMAGEOUT16\859\048\85904828\xml10\RFR0040.JPG</a>
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<b>ORIGINAL PDF FILE</b>	<a href="#">SPU2-1-69193168214-20140910101542279142 . re of Silence A Group Show Benefiting Parley for th</a>
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<b>CONVERTED PDF FILE(S) (3 pages)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\859\048\85904828\xml10\RFR0050.JPG</a>
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	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\859\048\85904828\xml10\RFR0052.JPG</a>
<b>SPECIMEN DESCRIPTION</b>	Attached are a list of events with photos showing use of the mark in connection with the class 36, a screenshot from the website showing use of the mark and a tab for events in with the services, articles describing charitable events and showing use of the mark in c with charitable events and other services in class 36, a label showing collaboration part mark as used in connection with the services in class 36 and a program and a brochure s mark as used in connection with the services in class 36.
<b>GOODS AND/OR SERVICES SECTION (041)(current)</b>	
<b>INTERNATIONAL CLASS</b>	041
<b>DESCRIPTION</b>	
Entertainment services in the nature of exhibitions and installations, namely, education, art, film, music, de architecture, technology, activism, namely, concerning oceans, water, nature, wildlife, environmental prote conservation, sustainable living, support of eco-friendly projects, products, and services or that create awar specific topics that relate to the protection and conservation of planet earth and its inhabitants and resource; Entertainment in the nature of concerts, art and documentary installations, performances, namely, dance, m live performances by a vocal and instrumental groups, talks between individuals, companies, and organizat music, fashion, film, design, on sustainable product and urban design, science, technology, activism, collab creation and environmental protection, talk shows, debates, fundraisers to benefit conservation of the ocea environmental protection, collaboration workshops to foster collaboration between individuals, companies	

organizations to benefit conservation of the oceans and environmental protection; Entertainment services, r provision of continuing tv shows, documentaries, movies, audio books, podcasts featuring individuals in ar fashion, film, technology, science and activism discussing conservation of the oceans and environmental pr collaborations therefor; magazine publishing; multimedia publishing of books, magazines, journals, softwa music and electronic publications; organization of events for cultural purposes; organizing cultural and arts providing current event news via a global computer network in the field of conservation of the oceans and e protection; providing information, news and commentary in the field of current events relating to concerts, performances, talks, talk shows, debates, fundraisers, collaborations workshops; providing on-line magazin of collaboration between individuals, organizations and companies for the benefit of environmental protect conservation of the oceans, art, film, music, fashion, design, innovation, architecture, technology, activism, providing on-line non-downloadable general feature magazines; publication of books, magazines, almanacs journals; publication of electronic magazines

<b>FILING BASIS</b>	Section 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 02/07/2013
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 02/07/2013

**GOODS AND/OR SERVICES SECTION (041)(proposed)**

<b>INTERNATIONAL CLASS</b>	041
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**TRACKED TEXT DESCRIPTION**

~~Entertainment services in the nature of exhibitions and installations, namely, education, art, film, music, de architecture, technology, activism, namely, concerning oceans, water, nature, wildlife, environmental prote conservation, sustainable living, support of eco-friendly projects, products, and services or that create awar specific topics that relate to the protection and conservation of planet earth and its inhabitants and resource; Entertainment services in the nature of exhibitions, namely entertainment exhibitions in the fields of educat music, design, architecture, technology, activism, all of the aforementioned concerning oceans, water, natu; environmental protection and conservation, sustainable living, support of eco-friendly projects, products, a that create awareness of specific topics that relate to the protection and conservation of planet earth and its and resources; Entertainment in the nature of concerts, art and documentary installations, performances, na music, singing, live performances by a vocal and instrumental groups, talks between individuals, companie organizations in art, music, fashion, film, design, on sustainable product and urban design, science, technol collaboration, co-creation and environmental protection, talk shows, debates, fundraisers to benefit conserv oceans and environmental protection, collaboration workshops to foster collaboration between individuals, and organizations to benefit conservation of the oceans and environmental protection; Entertainment in the concerts, art, performances, namely, dance, music, singing, live performances by a vocal and instrumental ; discussions between individuals, companies, and organizations on topics in art, music, fashion, film, desigr sustainable product and urban design, science, technology, activism and environmental protection, talk sho to benefit conservation of the oceans and environmental protection, collaboration workshops to foster colla between individuals, companies and organizations to benefit conservation of the oceans and environmental~~  
Entertainment services, namely, the provision of continuing tv shows, documentaries, movies, audio books featuring individuals in art, music, fashion, film, technology, science and activism discussing conservation and environmental protection and collaborations therefor; Entertainment services, namely, the provision of shows, documentaries, movies, podcasts featuring individuals in the fields of art, music, fashion, film, tech

[science and activism discussing conservation of the oceans and environmental protection and collaboration](#)  
 magazine publishing; multimedia publishing of books, magazines, journals, software, games, music and electronic publications; organization of events for cultural purposes; organizing cultural and arts events; ~~providing e-news via a global computer network in the field of conservation of the oceans and environmental protection~~  
 on-line non-downloadable general feature magazines; ~~providing information, news and commentary in the current events relating to concerts, installations, performances, talks, talk shows, debates, fundraisers, collaboration workshops~~; publication of books, magazines, almanacs, and journals; ~~providing on-line magazines in the field of collaboration between individuals, organizations and companies for the benefit of environmental protection~~  
~~conservation of the oceans, art, film, music, fashion, design, innovation, architecture, technology, activism~~;  
 publication of electronic magazines

**FINAL DESCRIPTION**

Entertainment services in the nature of exhibitions, namely entertainment exhibitions in the fields of education, music, design, architecture, technology, activism, all of the aforementioned concerning oceans, water, nature, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, and services that create awareness of specific topics that relate to the protection and conservation of planet earth and its resources; Entertainment in the nature of concerts, art, performances, namely, dance, music, singing, live performances by a vocal and instrumental groups, panel discussions between individuals, companies, and organizations on topics in art, music, fashion, film, design, on sustainable product and urban design, science, technology, environmental protection, talk shows, debates, to benefit conservation of the oceans and environmental protection; collaboration workshops to foster collaboration between individuals, companies and organizations to benefit conservation of the oceans and environmental protection; Entertainment services, namely, the provision of live shows, documentaries, movies, podcasts featuring individuals in the fields of art, music, fashion, film, technology, science and activism discussing conservation of the oceans and environmental protection and collaboration magazine publishing; multimedia publishing of books, magazines, journals, software, games, music and electronic publications; organization of events for cultural purposes; organizing cultural and arts events; providing on-line non-downloadable general feature magazines; publication of books, magazines, almanacs, and journals; publication of electronic magazines

<b>FILING BASIS</b>	Section 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 02/07/2013
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 02/07/2013

**GOODS AND/OR SERVICES SECTION (042)(current)**

<b>INTERNATIONAL CLASS</b>	042
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**DESCRIPTION**

Creating an on-line community for individuals, companies and organizations for the purpose of fostering and supporting collaboration projects to benefit conservation of the oceans and environmental protection, co-creation and development of products and services benefiting conservation of the oceans and environmental protection, news and information exchange of knowledge, matchmaking between interested parties for the purpose of environmental protection and conservation of the oceans and sharing information for the purpose of creating awareness for the beauty and value of our planet, raise funding to support projects and organizations in order to protect and conserve and develop and improve the environment

<b>FILING BASIS</b>	Section 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 02/07/2013
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 02/07/2013
<b>GOODS AND/OR SERVICES SECTION (042)(proposed)</b>	
<b>INTERNATIONAL CLASS</b>	042
<b>TRACKED TEXT DESCRIPTION</b>	
<p><del>Creating an on-line community for individuals, companies and organizations for the purpose of fostering and collaboration projects to benefit conservation of the oceans and environmental protection, co-creation and of products and services benefiting conservation of the oceans and environmental protection, news and info exchange of knowledge, matchmaking between interested parties for the purpose of environmental protection conservation of the oceans and sharing information for the purpose of creating awareness for the beauty and our planet, raise funding to support projects and organizations in order to protect and conserve and develop and the environment;</del> <u>Creating an on-line community for individuals, companies and organizations for the purpose of fostering and managing collaboration projects, namely creating an online community and forum to allow participants to discuss sustainability and environmental protection causes and form collaborations to benefit conservation and environmental protection.</u></p>	
<b>FINAL DESCRIPTION</b>	
<p>Creating an on-line community for individuals, companies and organizations for the purpose of fostering and collaboration projects, namely creating an online community and forum to allow participants to discuss sustainability and environmental protection causes and form collaborations to benefit conservation of the oceans and environmental protection.</p>	
<b>FILING BASIS</b>	Section 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 02/07/2013
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 02/07/2013
<b>ADDITIONAL STATEMENTS SECTION</b>	
<b>MISCELLANEOUS STATEMENT</b>	<p>Applicant thanks the examining attorney for taking the time for a brief telephone conversation with applicant's attorney. Applicant submits herewith an amended description of goods and services in class 16 as suggested by the examining attorney's clarification requirement in the final office action. Applicant thanks the examining attorney for the suggestions in the final office action. Applicant has amended class 16 as suggested by the examining attorney. Applicant has amended class 35. In order to further clarify the description of services, Applicant has deleted the parts requiring clarification that were otherwise accepted the examining attorney's suggestions. Applicant has amended class 36 to delete those parts which according to the examining attorney required clarification. Applicant submits herewith a number of specimens, articles and photographs showing use of the mark in connection with the services in class 36. Applicant has amended class 41 to delete most services that</p>

attorney required further clarification for. Applicant has replaced the term "talks" which further clarification with the term "presentations and panel discussions" to clarify the se contemplated by "talks." Lastly, Applicant has amended class 42 to further clarify the o community created by stating that an online forum and community are created to allow to discuss sustainability and environmental protection causes and collaborations. Applic respectfully submits that these amendments and deletions provide sufficient clarificatio respectfully requests that the application be passed to publication.

**SIGNATURE SECTION**

<b>DECLARATION SIGNATURE</b>	/cyrillgutsch/
<b>SIGNATORY'S NAME</b>	Cyrill Gutsch
<b>SIGNATORY'S POSITION</b>	CEO
<b>SIGNATORY'S PHONE NUMBER</b>	212 226 8610
<b>DATE SIGNED</b>	09/10/2014
<b>RESPONSE SIGNATURE</b>	/op/
<b>SIGNATORY'S NAME</b>	Oliver Platz
<b>SIGNATORY'S POSITION</b>	Attorney of record, NY Bar member
<b>SIGNATORY'S PHONE NUMBER</b>	951 667 5289
<b>DATE SIGNED</b>	09/11/2014
<b>AUTHORIZED SIGNATORY</b>	YES
<b>CONCURRENT APPEAL NOTICE FILED</b>	NO

**FILING INFORMATION SECTION**

<b>SUBMIT DATE</b>	Thu Sep 11 23:59:05 EDT 2014
<b>TEAS STAMP</b>	USPTO/RFR-69.193.168.214-20140911235905156681-85904828-500e05146e4eb8d83c43286165daa75b82a8f88bad97dc284c5d8153e7778c46d6-N/A-N/A-20140910111342729068

## **Request for Reconsideration after Final Action To the Commissioner for Trademarks:**

Application serial no. **85904828** has been amended as follows:

### **CLASSIFICATION AND LISTING OF GOODS/SERVICES**

**Applicant proposes to amend the following class of goods/services in the application:**

**Current:** Class 016 for General feature magazines and magazine supplements for newspapers in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, and support of eco-friendly projects, products, services and organizations; General feature magazines and magazine supplements for newspapers featuring global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects in art, film, music, fashion, design, namely, product design, innovation, technology, activism, science; Posters, invitations, pamphlets, brochures, manuals, books, booklets, leaflets, flyers, informational sheets and newsletters, adhesive backed stickers, and kits comprising one or more of the foregoing materials, namely, posters, stickers, manuals, books, booklets, flyers, informational sheets, and newsletters in the field of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, services and organizations, global projects that create awareness for of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects, namely, in art, film, music, fashion, design, namely, product design innovation, technology, activism, science

Original Filing Basis:

**Filing Basis: Section 1(a), Use in Commerce:** The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 10/15/2012 and first used in commerce at least as early as 10/15/2012 , and is now in use in such commerce.

**Proposed:**

**Tracked Text Description:** General feature magazines and magazine supplements for newspapers in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, and support of eco-friendly projects, products, services and organizations; General feature magazines and magazine supplements for newspapers featuring global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects in art, film, music, fashion, design, namely, product design, innovation, technology, activism, science; ~~Posters, invitations, pamphlets, brochures, manuals, books, booklets, leaflets, flyers, informational sheets and newsletters, adhesive backed stickers, and kits comprising one or more of the foregoing materials, namely, posters, stickers, manuals, books, booklets, flyers, informational sheets, and newsletters in the field of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, services and organizations, global projects that create awareness for of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects, namely, in art, film, music, fashion, design, namely, product design innovation, technology, activism, science;~~ Posters, printed invitations, printed pamphlets, brochures, manuals, books, booklets,

leaflets, flyers, informational sheets and newsletters, adhesive backed stickers, and kits comprising one or more of the foregoing materials, namely, posters, stickers, manuals, books, booklets, flyers, informational sheets, and newsletters in the field of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, services and organizations, global projects that create awareness for of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects, namely, in art, film, music, fashion, design, namely, product design innovation, technology, activism, science

Class 016 for General feature magazines and magazine supplements for newspapers in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, and support of eco-friendly projects, products, services and organizations; General feature magazines and magazine supplements for newspapers featuring global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects in art, film, music, fashion, design, namely, product design, innovation, technology, activism, science; Posters, printed invitations, printed pamphlets, brochures, manuals, books, booklets, leaflets, flyers, informational sheets and newsletters, adhesive backed stickers, and kits comprising one or more of the foregoing materials, namely, posters, stickers, manuals, books, booklets, flyers, informational sheets, and newsletters in the field of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, services and organizations, global projects that create awareness for of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects, namely, in art, film, music, fashion, design, namely, product design innovation, technology, activism, science

**Filing Basis: Section 1(a), Use in Commerce:** The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 10/15/2012 and first used in commerce at least as early as 10/15/2012 , and is now in use in such commerce.

**Applicant proposes to amend the following class of goods/services in the application:**

**Current:** Class 035 for Advertising services, namely, promoting and marketing the goods and services of others in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, services and organizations, global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects, namely, in art, film, music, fashion, design, namely, product design, innovation, technology, activism, and science via print and electronic media; arranging and conducting marketing promotional events for others; Providing marketing and organization of events, exhibitions, fairs and shows for others for commercial, promotional and advertising purposes; Promoting the parties and special events of others; Promotional advertising and sponsorship of products and services of third parties through sponsoring arrangements and license agreements for non profit organizations for ocean and marine wildlife conservation, individuals, namely, artists, scientists, activists, musicians, fashion designers, film-makers, designers, companies; Promotional advertising using content in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, and projects that raise awareness and funds for charitable and for profit projects, products or/and services; Promotional advertising and sponsorship of events, conferences, content in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, products, services and organizations, global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, projects, services, individuals, organizations, namely, the bringing together for the benefit of others

Original Filing Basis:

**Filing Basis: Section 1(a), Use in Commerce:** The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 01/31/2013 and first used in commerce at least as early as 01/31/2013 , and is now in use in such commerce.

**Proposed:**

**Tracked Text Description:** Advertising services, namely, promoting and marketing the goods and services of others in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, services and organizations, global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects, namely, in art, film, music, fashion, design, namely, product design, innovation, technology, activism, and science via print and electronic media; arranging and conducting marketing promotional events for others; ~~Providing marketing and organization of events, exhibitions, fairs and shows for others for commercial, promotional and advertising purposes;~~ organization of events, exhibitions, fairs and shows for others for commercial, promotional and advertising purposes; Promoting the parties and special events of others; ~~Promotional advertising and sponsorship of products and services of third parties through sponsoring arrangements and license agreements for non profit organizations for ocean and marine wildlife conservation, individuals, namely, artists, scientists, activists, musicians, fashion designers, film-makers, designers, companies;~~ Promotional advertising and sponsorship of products and services of third parties through sponsoring arrangements and license agreements for non profit organizations for ocean and marine wildlife conservation, for individuals, namely, artists, scientists, activists, musicians, fashion designers, film-makers, designers, and for companies; ~~Promotional advertising using content in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, and projects that raise awareness and funds for charitable and for profit projects, products or/and services;~~ Promotional advertising and sponsorship of events, conferences, content in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, products, services and organizations, global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, projects, services, individuals, organizations, namely, the bringing together for the benefit of others

Class 035 for Advertising services, namely, promoting and marketing the goods and services of others in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, services and organizations, global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects, namely, in art, film, music, fashion, design, namely, product design, innovation, technology, activism, and science via print and electronic media; arranging and conducting marketing promotional events for others; organization of events, exhibitions, fairs and shows for others for commercial, promotional and advertising purposes; Promoting the parties and special events of others; Promotional advertising and sponsorship of products and services of third parties through sponsoring arrangements and license agreements for non profit organizations for ocean and marine wildlife conservation, for individuals, namely, artists, scientists, activists, musicians, fashion designers, film-makers, designers, and for companies; Promotional advertising and sponsorship of events, conferences, content in the fields of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, products, services and organizations, global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, projects, services, individuals, organizations, namely, the bringing together for the benefit of others

**Filing Basis: Section 1(a), Use in Commerce:** The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 01/31/2013 and first used in commerce at least as early as 01/31/2013 , and is now in use in such commerce.

**Applicant proposes to amend the following class of goods/services in the application:**

**Current:** Class 036 for Charitable fundraising services by means of organizing and conducting special events; charitable fundraising services for the conservation of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, and services; global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values; collaboration and co-creation projects, namely, art, film, music, fashion, design, namely, sustainable product and urban design, innovation, technology, activism, and science to raise awareness for environmental protection and conservation of the ocean; Financial sponsorship of events, non-profit organizations, concerts, cultural activities, entertainment, consumer products, analog and digital games, projects, media and marketing campaigns, and activists, concerning oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, and services or that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects

Original Filing Basis:

**Filing Basis: Section 1(a), Use in Commerce:** The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 02/07/2013 and first used in commerce at least as early as 02/07/2013 , and is now in use in such commerce.

**Proposed:**

**Tracked Text Description:** Charitable fundraising services by means of organizing and conducting special events; charitable fundraising services for the conservation of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, and services; ~~global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values;~~ global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects, namely, art, film, music, fashion, design, namely, sustainable product and urban design, innovation, technology, activism, and science to raise awareness for environmental protection and conservation of the ocean; ~~collaboration and co-creation projects, namely, art, film, music, fashion, design, namely, sustainable product and urban design, innovation, technology, activism, and science to raise awareness for environmental protection and conservation of the ocean;~~ Financial sponsorship of events, non-profit organizations, concerts, cultural activities, entertainment, projects, media and marketing campaigns, and activists, concerning oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, and services that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values; ~~Financial sponsorship of events, non-profit organizations, concerts, cultural activities, entertainment, consumer products, analog and digital games, projects, media and marketing campaigns, and activists, concerning oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, and services or that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects~~

Class 036 for Charitable fundraising services by means of organizing and conducting special events; charitable fundraising services for the conservation of oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, and services; global projects that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values, collaboration and co-creation projects, namely, art, film, music, fashion, design, namely, sustainable product and urban design, innovation, technology, activism, and science to raise awareness for environmental protection and conservation of the ocean; Financial sponsorship of events, non-profit organizations, concerts, cultural activities, entertainment, projects, media and marketing campaigns, and activists, concerning oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, and services that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants, resources and values

**Filing Basis: Section 1(a), Use in Commerce:** The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 02/07/2013 and first used in commerce at least as early as 02/07/2013 , and is now in use in such commerce.

Applicant hereby submits one(or more) specimen(s) for Class 036 . The specimen(s) submitted consists of Attached are a list of events with photos showing use of the mark in connection with the services in class 36, a screenshot from the website showing use of the mark and a tab for events in connection with the services, articles describing charitable events and showing use of the mark in connection with charitable events and other services in class 36, a label showing collaboration partners and the mark as used in connection with the services in class 36 and a program and a brochure showing the mark as used in connection with the services in class 36. .

" **The substitute (or new, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application**" [*for an application based on Section 1(a), Use in Commerce*] OR " **The substitute (or new, if appropriate) specimen(s) was/were in use in commerce prior either to the filing of the Amendment to Allege Use or expiration of the filing deadline for filing a Statement of Use** " [*for an application based on Section 1(b) Intent-to-Use*] .

**Original PDF file:**

[SPU2-69193168214-20140910101542279142 . BOOKLET Parley Wall Street small.pdf](#)

**Converted PDF file(s)** ( 9 pages)

[Specimen File1](#)

[Specimen File2](#)

[Specimen File3](#)

[Specimen File4](#)

[Specimen File5](#)

[Specimen File6](#)

[Specimen File7](#)

[Specimen File8](#)

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**Original PDF file:**

[SPU2-69193168214-20140910101542279142 . PARLEY PROGRAM SEPT6 small.pdf](#)

**Converted PDF file(s)** ( 7 pages)

[Specimen File1](#)

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**Original PDF file:**

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[20140910101542279142 . Article Parley with Pharrell FAIRPLANET.ORG .pdf](#)

**Converted PDF file(s)** ( 4 pages)

[Specimen File1](#)

[Specimen File2](#)

[Specimen File3](#)

[Specimen File4](#)

**Original PDF file:**

[SPU2-69193168214-20140910101542279142 . EVENTS PARLEY.pdf](#)

**Converted PDF file(s)** ( 17 pages)

[Specimen File1](#)

[Specimen File2](#)

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[Specimen File6](#)

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[Specimen File8](#)

[Specimen File9](#)

[Specimen File10](#)

[Specimen File11](#)

[Specimen File12](#)

[Specimen File13](#)

[Specimen File14](#)

[Specimen File15](#)

[Specimen File16](#)

[Specimen File17](#)

**Original PDF file:**

[SPU2-69193168214-20140910101542279142 . Photo of Parley Event NYO.pdf](#)

**Converted PDF file(s)** ( 1 page)

[Specimen File1](#)

**Original PDF file:**

[SPU2-69193168214-20140910101542279142 . Parley Website Screenshot.pdf](#)

**Converted PDF file(s)** ( 1 page)

[Specimen File1](#)

**Original PDF file:**

[SPU2-69193168214-20140910101542279142 . Credits Partnership G-Star Bionic Parley.pdf](#)

**Converted PDF file(s)** ( 1 page)

[Specimen File1](#)

**Original PDF file:**

[SPU2-1-69193168214-](#)

[20140910101542279142 . re of Silence A Group Show Benefiting Parley for the Oceans.pdf](#)

**Converted PDF file(s)** ( 8 pages)

[Specimen File1](#)

[Specimen File2](#)

[Specimen File3](#)

[Specimen File4](#)

[Specimen File5](#)

[Specimen File6](#)

[Specimen File7](#)

[Specimen File8](#)

**Original PDF file:**

[SPU2-69193168214-](#)

[20140910101542279142 . Puts His Star Power Behind Parley For The Oceans - Style.com.pdf](#)

**Converted PDF file(s)** ( 3 pages)

[Specimen File1](#)

[Specimen File2](#)

[Specimen File3](#)

**Applicant proposes to amend the following class of goods/services in the application:**

**Current:** Class 041 for Entertainment services in the nature of exhibitions and installations, namely, education, art, film, music, design, architecture, technology, activism, namely, concerning oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, and services or that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants and resources; Entertainment in the nature of concerts, art and documentary installations, performances, namely, dance, music, singing, live performances by a vocal and instrumental groups, talks between individuals, companies, and organizations in art, music, fashion, film, design, on sustainable product and urban design, science, technology, activism, collaboration, co-creation and environmental protection, talk shows, debates, fundraisers to benefit conservation of the oceans and environmental protection, collaboration workshops to foster collaboration between individuals, companies and organizations to benefit conservation of the oceans and environmental protection; Entertainment services, namely, the provision of continuing tv shows, documentaries, movies, audio books, podcasts featuring individuals in art, music, fashion, film, technology, science and activism discussing conservation of the oceans and environmental protection and collaborations therefor; magazine publishing; multimedia publishing of books, magazines, journals, software, games, music and electronic publications; organization of events for cultural purposes; organizing cultural and arts events; providing current event news via a global computer network in the field of conservation of the oceans and environmental protection; providing information, news and commentary in the field of current events relating to concerts, installations, performances, talks, talk shows, debates, fundraisers, collaborations workshops; providing on-line magazines in the field of collaboration between individuals, organizations and companies for the benefit of environmental protection and conservation of the oceans, art, film, music, fashion, design, innovation, architecture, technology, activism, science; providing on-line non-downloadable general feature magazines; publication of books, magazines, almanacs, and journals; publication of electronic magazines

Original Filing Basis:

**Filing Basis: Section 1(a), Use in Commerce:** The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 02/07/2013 and first used in commerce at least as early as 02/07/2013 , and is now in use in such commerce.

**Proposed:**

**Tracked Text Description:** ~~Entertainment services in the nature of exhibitions and installations, namely, education, art, film, music, design, architecture, technology, activism, namely, concerning oceans, water,~~

~~nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, and services or that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants and resources; Entertainment services in the nature of exhibitions, namely entertainment exhibitions in the fields of education, art, film, music, design, architecture, technology, activism, all of the aforementioned concerning oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, and services that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants and resources; Entertainment in the nature of concerts, art and documentary installations, performances, namely, dance, music, singing, live performances by a vocal and instrumental groups, talks between individuals, companies, and organizations in art, music, fashion, film, design, on sustainable product and urban design, science, technology, activism, collaboration, co-creation and environmental protection, talk shows, debates, fundraisers to benefit conservation of the oceans and environmental protection, collaboration workshops to foster collaboration between individuals, companies and organizations to benefit conservation of the oceans and environmental protection; Entertainment in the nature of concerts, art, performances, namely, dance, music, singing, live performances by a vocal and instrumental groups, panel discussions between individuals, companies, and organizations on topics in art, music, fashion, film, design, on sustainable product and urban design, science, technology, activism and environmental protection, talk shows, debates, to benefit conservation of the oceans and environmental protection, collaboration workshops to foster collaboration between individuals, companies and organizations to benefit conservation of the oceans and environmental protection; Entertainment services, namely, the provision of continuing tv shows, documentaries, movies, audio books, podcasts featuring individuals in art, music, fashion, film, technology, science and activism discussing conservation of the oceans and environmental protection and collaborations therefor; Entertainment services, namely, the provision of continuing tv shows, documentaries, movies, podcasts featuring individuals in the fields of art, music, fashion, film, technology, science and activism discussing conservation of the oceans and environmental protection and collaborations therefor;~~ magazine publishing; multimedia publishing of books, magazines, journals, software, games, music and electronic publications; organization of events for cultural purposes; organizing cultural and arts events; ~~providing current event news via a global computer network in the field of conservation of the oceans and environmental protection;~~ providing on-line non-downloadable general feature magazines; ~~providing information, news and commentary in the field of current events relating to concerts, installations, performances, talks, talk shows, debates, fundraisers, collaborations workshops;~~ publication of books, magazines, almanacs, and journals; ~~providing on-line magazines in the field of collaboration between individuals, organizations and companies for the benefit of environmental protection and conservation of the oceans, art, film, music, fashion, design, innovation, architecture, technology, activism, science;~~ publication of electronic magazines

Class 041 for Entertainment services in the nature of exhibitions, namely entertainment exhibitions in the fields of education, art, film, music, design, architecture, technology, activism, all of the aforementioned concerning oceans, water, nature, wildlife, environmental protection and conservation, sustainable living, support of eco-friendly projects, products, and services that create awareness of specific topics that relate to the protection and conservation of planet earth and its inhabitants and resources; Entertainment in the nature of concerts, art, performances, namely, dance, music, singing, live performances by a vocal and instrumental groups, panel discussions between individuals, companies, and organizations on topics in art, music, fashion, film, design, on sustainable product and urban design, science, technology, activism and environmental protection, talk shows, debates, to benefit conservation of the oceans and environmental protection, collaboration workshops to foster collaboration between individuals, companies and organizations to benefit conservation of the oceans and environmental protection; Entertainment services, namely, the provision of continuing tv shows, documentaries, movies, podcasts featuring individuals in the fields of art, music, fashion, film, technology, science and activism discussing conservation of the

oceans and environmental protection and collaborations therefor; magazine publishing; multimedia publishing of books, magazines, journals, software, games, music and electronic publications; organization of events for cultural purposes; organizing cultural and arts events; providing on-line non-downloadable general feature magazines; publication of books, magazines, almanacs, and journals; publication of electronic magazines

**Filing Basis: Section 1(a), Use in Commerce:** The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 02/07/2013 and first used in commerce at least as early as 02/07/2013 , and is now in use in such commerce.

**Applicant proposes to amend the following class of goods/services in the application:**

**Current:** Class 042 for Creating an on-line community for individuals, companies and organizations for the purpose of fostering and managing collaboration projects to benefit conservation of the oceans and environmental protection, co-creation and development of products and services benefiting conservation of the oceans and environmental protection, news and information, exchange of knowledge, matchmaking between interested parties for the purpose of environmental protection and conservation of the oceans and sharing information for the purpose of creating awareness for the beauty and fragility of our planet, raise funding to support projects and organizations in order to protect and conserve and develop the oceans and the environment

Original Filing Basis:

**Filing Basis: Section 1(a), Use in Commerce:** The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 02/07/2013 and first used in commerce at least as early as 02/07/2013 , and is now in use in such commerce.

**Proposed:**

**Tracked Text Description:** ~~Creating an on-line community for individuals, companies and organizations for the purpose of fostering and managing collaboration projects to benefit conservation of the oceans and environmental protection, co-creation and development of products and services benefiting conservation of the oceans and environmental protection, news and information, exchange of knowledge, matchmaking between interested parties for the purpose of environmental protection and conservation of the oceans and sharing information for the purpose of creating awareness for the beauty and fragility of our planet, raise funding to support projects and organizations in order to protect and conserve and develop the oceans and the environment;~~ Creating an on-line community for individuals, companies and organizations for the purpose of fostering and managing collaboration projects, namely creating an online community and forum to allow participants to discuss sustainability and environmental protection causes and form collaborations to benefit conservation of the oceans and environmental protection.

Class 042 for Creating an on-line community for individuals, companies and organizations for the purpose of fostering and managing collaboration projects, namely creating an online community and forum to allow participants to discuss sustainability and environmental protection causes and form collaborations to benefit conservation of the oceans and environmental protection.

**Filing Basis: Section 1(a), Use in Commerce:** The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 02/07/2013 and first used in commerce at least as early as 02/07/2013 , and is now in use in such commerce.

**ADDITIONAL STATEMENTS**

## **Miscellaneous Statement**

Applicant thanks the examining attorney for taking the time for a brief telephone conversation with applicant's attorney. Applicant submits herewith an amended description of goods and services in an effort to comply with the examining attorney's clarification requirement in the final office action and thanks the examining attorney for the suggestions in the final office action. Applicant has amended class 16 as suggested by the examining attorney. Applicant has amended class 35. In an effort to further clarify the description of services, Applicant has deleted the parts requiring clarification and otherwise accepted the examining attorney's suggestions. Applicant has amended class 36 to delete those parts which according to the examining attorney required clarification. Applicant submits herewith a number of specimens, articles and photographs showing use of the mark in connection with the services in class 36. Applicant has amended class 41 to delete most services the examining attorney required further clarification for. Applicant has replaced the term "talks" which required further clarification with the term "presentations and panel discussions" to clarify the services contemplated by "talks." Lastly, Applicant has amended class 42 to further clarify the online community created by stating that an online forum and community are created to allow participants to discuss sustainability and environmental protection causes and collaborations. Applicant respectfully submits that these amendments and deletions provide sufficient clarification and respectfully requests that the application be passed to publication.

## **SIGNATURE(S)**

### **Declaration Signature**

DECLARATION: The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that, if the applicant submitted the application or amendment to allege use (AAU) unsigned, all statements in the application or AAU and this submission based on the signatory's own knowledge are true, and all statements in the application or AAU and this submission made on information and belief are believed to be true.

STATEMENTS FOR UNSIGNED SECTION 1(a) APPLICATION/AAU: If the applicant filed an unsigned application under 15 U.S.C. Section 1051(a) or AAU under 15 U.S.C. Section 1051(c), the signatory additionally believes that: the applicant is the owner of the trademark/service mark sought to be registered; the applicant or the applicant's related company or licensee is using the mark in commerce and has been using the mark in commerce as of the filing date of the application or AAU on or in connection with the goods/services in the application or AAU, and such use by the applicant's related company or licensee inures to the benefit of the applicant; the original specimen(s), if applicable, shows the mark in use in commerce as of the filing date of the application or AAU on or in connection with the goods/services in the application or AAU; and to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive.

STATEMENTS FOR UNSIGNED SECTION 1(b)/SECTION 44 APPLICATION: If the applicant filed an unsigned application under 15 U.S.C. Section 1051(b), Section 1126(d), and/or Section 1126(e), the signatory additionally believes that: the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention and has had a bona fide intention as of the application filing date to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the goods/services in the application; and to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be

likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive.

Signature: /cyrillgutsch/ Date: 09/10/2014  
Signatory's Name: Cyrill Gutsch  
Signatory's Position: CEO  
Signatory's Phone Number: 212 226 8610

**Request for Reconsideration Signature**

Signature: /op/ Date: 09/11/2014  
Signatory's Name: Oliver Platz  
Signatory's Position: Attorney of record, NY Bar member

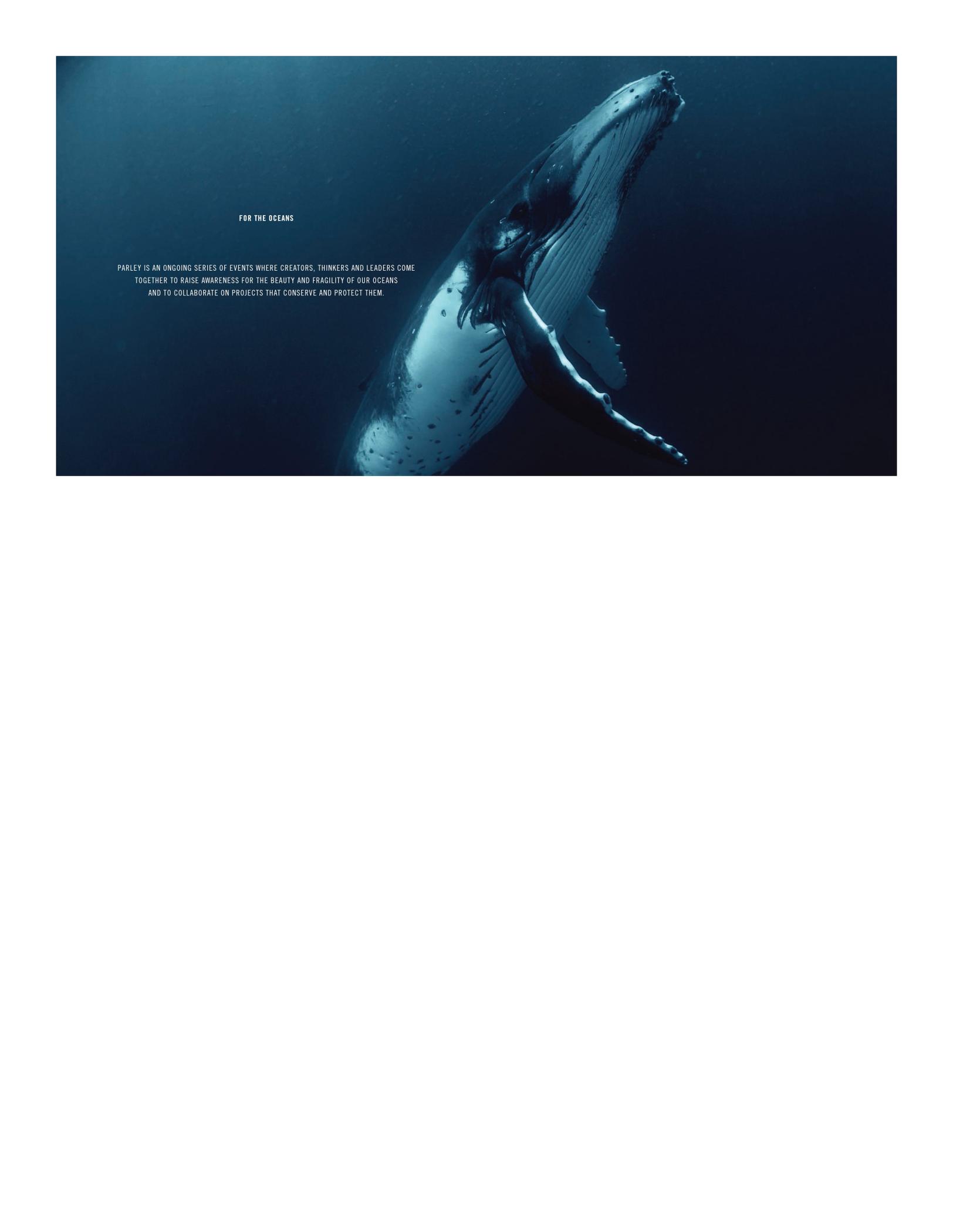
Signatory's Phone Number: 951 667 5289

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

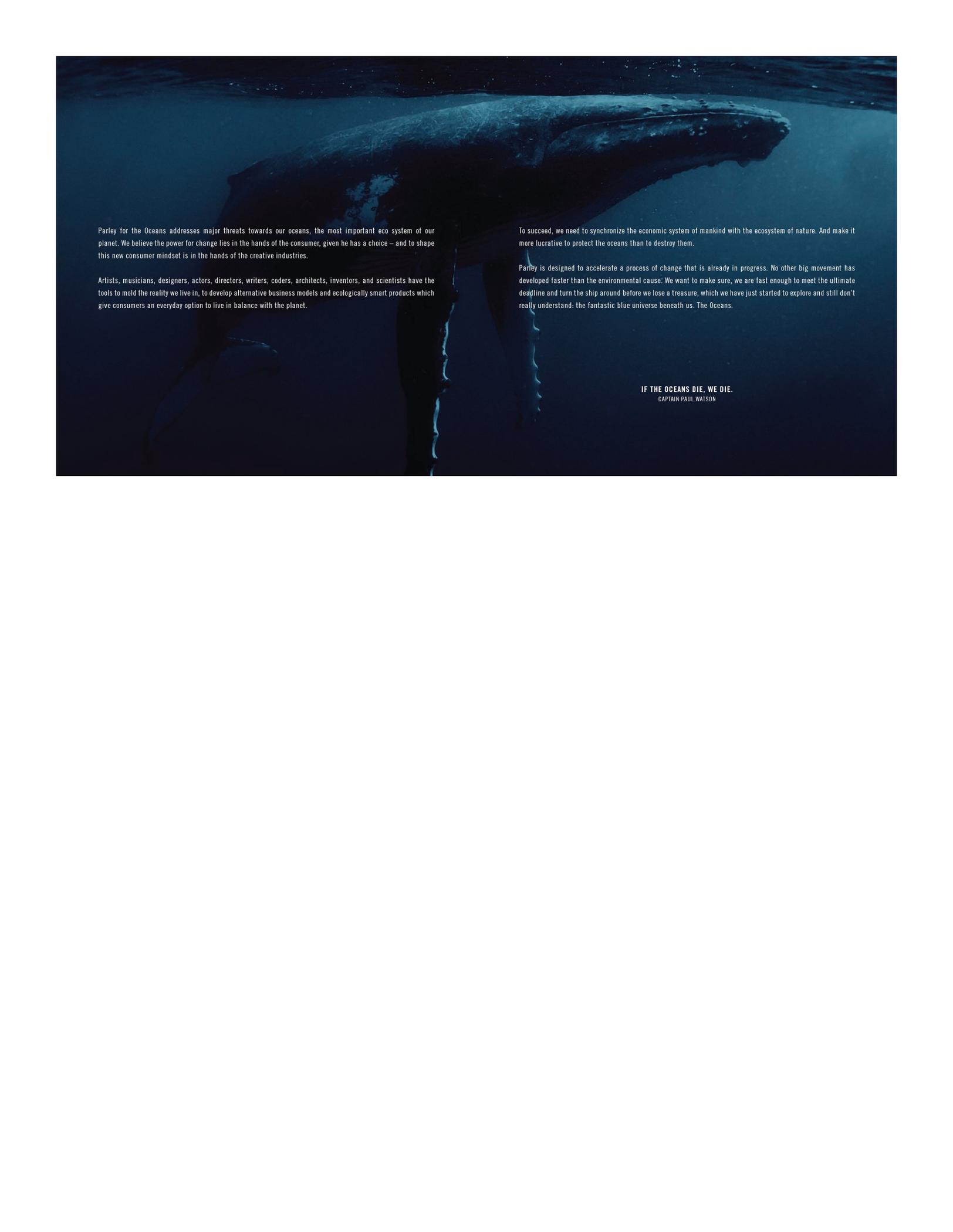
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Internet Transmission Date: Thu Sep 11 23:59:05 EDT 2014  
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A large whale, likely a humpback whale, is shown swimming in deep blue water. The whale is positioned on the right side of the frame, moving towards the top right. Its body is dark with lighter patches, and its large pectoral fin is visible. The water is a deep, dark blue, creating a sense of depth and vastness.

FOR THE OCEANS

PARLEY IS AN ONGOING SERIES OF EVENTS WHERE CREATORS, THINKERS AND LEADERS COME TOGETHER TO RAISE AWARENESS FOR THE BEAUTY AND FRAGILITY OF OUR OCEANS AND TO COLLABORATE ON PROJECTS THAT CONSERVE AND PROTECT THEM.



Parley for the Oceans addresses major threats towards our oceans, the most important eco system of our planet. We believe the power for change lies in the hands of the consumer, given he has a choice – and to shape this new consumer mindset is in the hands of the creative industries.

Artists, musicians, designers, actors, directors, writers, coders, architects, inventors, and scientists have the tools to mold the reality we live in, to develop alternative business models and ecologically smart products which give consumers an everyday option to live in balance with the planet.

To succeed, we need to synchronize the economic system of mankind with the ecosystem of nature. And make it more lucrative to protect the oceans than to destroy them.

Parley is designed to accelerate a process of change that is already in progress. No other big movement has developed faster than the environmental cause. We want to make sure, we are fast enough to meet the ultimate deadline and turn the ship around before we lose a treasure, which we have just started to explore and still don't really understand: the fantastic blue universe beneath us. The Oceans.

**IF THE OCEANS DIE, WE DIE.**  
CAPTAIN PAUL WATSON

## THE CAUSE

*"We need to defend diversity on land and in the sea and we need solutions and these solutions can only be realized by harnessing the imaginative side of human culture – the arts."*

Millions of sharks end up in prestigious restaurant tables as shark fin soup, whale sanctuaries get looted for new beer brands or exclusive dog food. More fish get eaten by house cats than by seals while hundred of miles of drift nets vacuum clean the sea. Anything wrong with that? After all, there are plenty of fish in the sea and the supermarkets are stacked, right?

Not for long, if we believe the scientists. 2048 seems to be the overall accepted deadline for the collapse of all commercial fisheries, already by 2025 all the coral reef ecosystems in the world will be gone. Leading environmentalists already see the end of most sea life happening in 6–16 years.

Diminishment of bio-diversity in our Ocean is the single greatest threat to the survival of humanity. With diminishment of species in our oceans comes diminishment of the quality of life for humanity. What are the causes of this continuing mass extinction and imminent threat to our collective survival? Human over-population and over consumption of resources are the primary threats and they bring chemical, oil, noise and plastic pollution with it. Global warming, oceanic acidification, over-fishing, agricultural run-off.

## THE PARLEY APPROACH



Everything starts with inspiration. Therefore every Parley is a curated gathering with a dedicated topic, presented by Parley Speakers to a carefully selected audience. The talks are meant to give an overview over the State of the Oceans in general, to present a specific cause and to get the support for a related initiative or project.

Once there is serious interest to support the cause and to start a collaboration or to join an already existing project or initiative, the Parley team will help to get the process going by developing an individual idea or concept, connecting to potential partners, and moderating the collaboration process from idea to finalization of an agreement.

The signature on an agreement is the kick-off for the actual collaboration process. The Parley team supports the collaborators by translating needs and ideas to each partner, managing expectations and keeping the partners on track with a realistic roadmap. It sounds simple, but the success of a collaboration lays in its implementation.



THE VORTEX PROJECT

FEATURED PARLEY COLLABORATION

### FACING OCEAN PLASTIC POLLUTION

A massive amount of plastic trash ends up in our oceans every year. The ocean currents have formed five gigantic slow moving whirlpools where the plastic collects, nicknamed Vortex.

Recent studies indicate that at least 40 million pounds of plastic has accumulated and is floating in the north pacific ocean alone. The majority of the plastic debris remains in the Vortexes, however a significant percentage of it washes onto our coastlines daily.



### PROBLEM

After sunlight photo-degrades the plastic into small pieces, aquatic life and sea birds mistake these fragments for food and ingest it. While its difficult to know exact figures, a 2012 report from WSPA indicates that between 57,000 and 135,000 whales are entangled by plastic marine debris every year in addition to the inestimable – but likely millions – of birds, turtles, fish and other species affected by plastic marine debris. New studies show that ingested plastic damages the internal organs of fish. This raises the question about the safety of our seafood.



### MISSION

The big Challenge is to retrieve the floating plastic out of the open sea. The majority of the plastic has broken down into small pieces 1/4" inch or smaller. The plastic trash is scattered over massive areas and is not easily visible or collected. The center of a Vortex where the plastic concentration is highest is constantly moving. It is difficult to collect the plastic without harming fish and other sea life. Only a minority of the plastic is on the surface, the majority sinks to the ocean floor. But a huge part of the plastic debris is washing up on beaches where it can be collected relatively easily and without complex technology by locally organized clean up organizations.



The first mission of Parley for the Oceans is to save as many animals as possible. Our network of beach clean-up organizations achieve this by removing the discarded plastic that's washed up on shorelines. Once the plastic is back in the system, a dedicated recycling program keeps ocean plastic in use. The bigger challenge is to create the technology to collect plastic from the open sea. A dedicated Parley research program is in place to monitor the different concepts and developments.

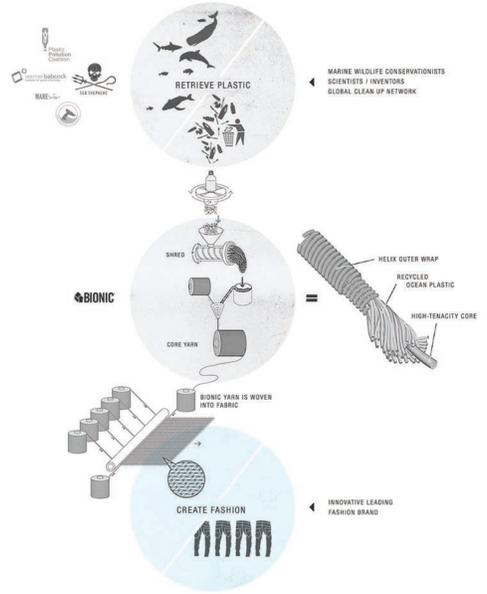
"I want to be plastic!" Andy Warhol's phrase expresses a fascination for material that seems perfect. It never dies. It is sleek, comes in any color possible and looks stunning when brand new and meets specific usage requirements. That makes it very hard to replace with ecological alternatives. Parallel to the cleaning efforts, Parley is educating on the responsible use of disposable plastic and funds an r&d think tank to develop alternative materials, filter systems and new recycling systems.

Today, a sexy product can be the most efficient advertising for a cause. It is the best proof of concept for a new technology and gives consumers who care the decision to do the right thing. Therefore the main communication tool of The Vortex Project are beautiful designed products, that are made in a new and more sustainable way and carry the story of ocean plastic pollution into the world. All products made with ocean plastic associated with The Vortex Project contribute to the funding of this initiative.



**THE VORTEX PROJECT**

The Vortex Project is a campaign by non-for profit organization Parley for the Oceans, initiated in collaboration with the material innovator Bionic Yarn, and Sea Shepherd Conservation Society. The advisory board includes Plastic Pollution Coalition, Ocean Alliance, Mare and Wapet Babcock Institute for Green Chemistry





THANK YOU

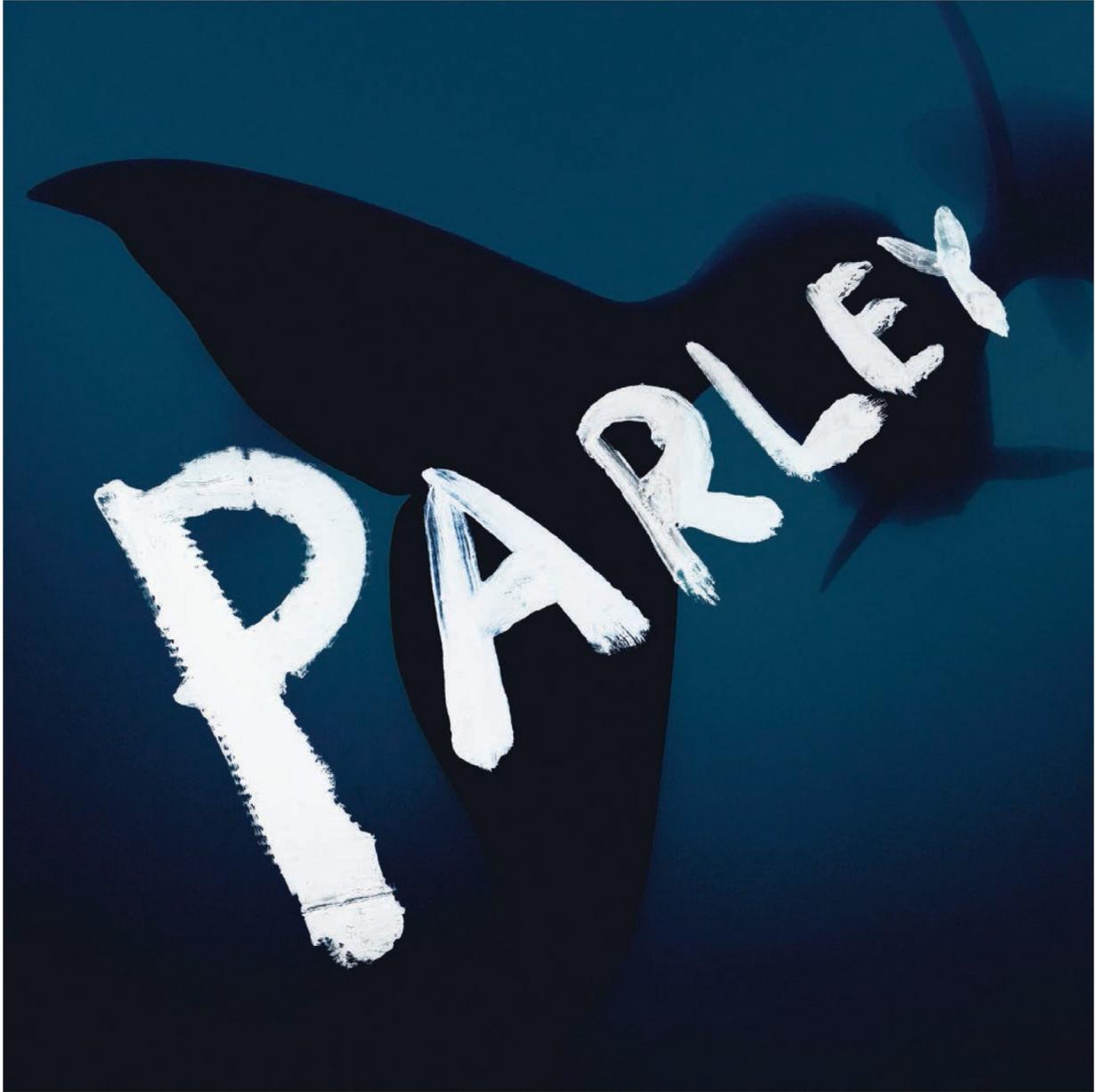
TO ALL THE HOSTS AND SPEAKERS FOR TURNING PARLEY INTO A MOVEMENT

CAPTAIN PAUL WATSON, JULIAN SCHNABEL, SYLVIA EARLE, DAVID LACHAPPELLE, TOM SACHS, PHARRELL WILLIAMS, FABIEN COUSTEAU, FISHER STEVENS, DAVID DE ROTHSCHILD, OLAFUR ELIASSON, GRAHAM HAWKES, LOUIE PSIOYOS, IAIN KERR, ROGER PAYNE, TYSON TOUSSANT, TIM COOMBS, DIANNA COHEN, ROY VERCOULEN, GRAHAM HILL, MARGARETA VAN DEN BOSCH, FLORIAN SCHNEIDER, TOMAS SARACENO, DANIELLA RUSSO, LEWIS PERKINS, GHISLAINE MAXWELL, LELAND MELVIN, CAPTAIN ALEX CORNELISSEN, SUSAN HARTLAND, HEIDI TAYLOR, CHRIS CLARK, SHAWN HEINRICHS, CHRIS JORDAN, JOHN DAVIS, JOHN WARNER, MIRANDA WANG, SAFIA MINNEY, JUERGEN MAYER H., MARCO SPIER, FELIX HALLWACHS, WOLFRAM PUTZ, THOMAS WILLEMEIT, MARIA AILOVA, ANDERS LENDAGER, TOBIAS NOLTE, LUKAS KRONAWITTER

THANK YOU FOR SUPPORTING PARLEY ON WALL STREET:

G-STAR RAW, BIONIC YARN, 42 WEST, KARLA OTTO, KCD, UNITED VISUAL ARTISTS, DIZON, WORLDSTAGE, SHOWMAN, FINLANDIA, VITRA, ABC HOME.  
PHOTOCREDITS: ZAK NOYLE / A-FRAME, JASON CHILDS, BRIAN SCERRY, SIMON AGER, CHRIS JORDAN.

[WWW.PARLEY.TV](http://WWW.PARLEY.TV)



## FOR THE OCEANS

CREATORS, THINKERS AND LEADERS COME TOGETHER TO RAISE AWARENESS FOR THE BEAUTY AND FRAGILITY OF OUR OCEANS AND TO COLLABORATE ON PROJECTS THAT CONSERVE AND PROTECT THEM.

SEPT 5/6 2014 23 WALL STREET, NEW YORK



### FOR THE OCEANS

We are depending on the oceans as the life support system of our planet. They regulate the weather, the temperature, the air we breathe and provide the food we eat. But scientists, explorers, and environmentalists agree that 2048 is the deadline when the oceans will collapse and most of the sea life we know today will cease to exist.

Parley is the space for collaboration where leading creators, thinkers and leaders from art, film, music, fashion, tech and science partner up with major companies and environmentalists to raise awareness and to collaborate on projects that conserve and protect the oceans.

After a series of events, including Julian Schnabel's Palazzo Chupi, the American Museum of Natural History, and the headquarters of the United Nations, Parley is bringing the ocean cause to Wall Street for a gathering of ocean legends, entertainment heavyweights, artists, and business innovators to declare a new era of business culture where the health of the oceans is a priority, and to protect them becomes more lucrative than to destroy them.

#### Theme

At Parley on Wall Street, ocean legends give a comprehensive report on the State of the Oceans, while collaborators of The Vortex Project present ways to solve the massive threat of Ocean Plastic Pollution.

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Lectures, presentations and conversations serve as a briefing, inspiration and networking space that result in impactful collaboration projects.

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Please reach out to us if you want to collaborate: [talks@parley.tv](mailto:talks@parley.tv)

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**FRIDAY, SEPT 5 / OPENING RECEPTION**


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5:30 PM - 9 PM

**PARLEY OCEAN NIGHT / AN IMMERSIVE AUDIO VISUAL INSTALLATION**

Pharrell Williams invites you to a blue carpet event, with an immersive audiovisual art installation, the release of a music contribution by Florian Schneider (Kraftwerk) and the presentation of RAW for the Oceans, a collection made from Ocean Plastic, curated by Pharrell Williams and made by G-Star RAW and Bionic Yarn to support Parley.

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**SATURDAY, SEPT 6 / PARLEY TALKS**


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12 PM - 1:25 PM

OCEAN PLASTIC SESSION**INTRO / CYRILL GUTSCH****MIDWAY: MESSAGE FROM THE GYRE / CHRIS JORDAN****THE VORTEX PROJECT / PROJECT PRESENTATION**

HEIDI TAYLOR, SUSAN HARTLAND, DIANNA COHEN, TYSON TOUSSANT,  
TIM COOMBS, THECLA SCHAEFFER

**GREEN CHEMISTRY / JOHN WARNER, MELINDA FURSEL****PLASTIC BACTERIA / MIRANDA WANG****TRACKING PLASTIC / ABIGAIL BARROWS****ARTISTIC VENTURES / OLAFUR ELIASSON, FELIX HALLWACHS****INSPIRE CHANGE THROUGH SCIENCE FICTION / MARCO SPIER**

20 MIN BREAK

LUNCH / EXPLORATION OF AUDIO VISUAL INSTALLATION BY UNITED VISUAL ARTISTS

1:45 PM - 3 PM

STATE OF THE OCEANS SESSION**INTRO / FISHER STEVENS****PLANET OCEAN / LELAND MELVIN****STATE OF THE OCEANS / CAPTAIN PAUL WATSON****A DECLARATION OF INTERDEPENDANCE / ROGER PAYNE****THE 6TH EXTINCTION / LOUIE PSIHOYOS****CLIMATE CHANGES EVIL TWIN / IAIN KERR****OCEAN OF SONGS / CHRIS CLARK****IN A SPAN OF A LIFETIME / SYLVIA EARLE**


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RSVP AT [TALKS@PARLEY.TV](mailto:TALKS@PARLEY.TV)

**CAPTAIN PAUL WATSON** / ACTIVIST

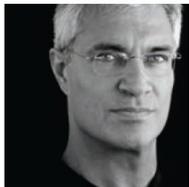
Paul co-founded Greenpeace with Robert Hunter, founded the Sea Shepherd Conservation society in 1977, and has been an activist for over 40 years. His work is recognized and supported by the best minds and feared by his opponents. He joined the conference live via Skype from aboard one of his ships on the sea.

**CYRILL GUTSCH** / DESIGNER, FOUNDER OF PARLEY

Cyrill is an award winning designer, brand and product developer. In 1998 he created a method called Cross Intelligence which brings a culture of collaboration to major organizations. In 2012 he decided to focus on a new client: The Oceans. He then founded Parley as a collaboration space for creators, leaders and thinkers to create awareness for the beauty and fragility of the Oceans and to start and manage collaborations that can end their destruction.

**CHRIS JORDAN** / FILM MAKER, ENVIRONMENTALIST

Chris Jordan is an acclaimed photographic artist and cultural activist based in Seattle. His work explores contemporary mass culture from a variety of photographic and conceptual perspectives, connecting the viewer viscerally to the enormity and power of humanity's collective unconscious. His images have been exhibited around the world.

**LOUIE PSIHUYOS** / FILM MAKER, ACTIVIST

Louie Psihoyos is Executive Director of the Oceanic Preservation Society and Director of the Academy Award winning documentary The Cove. He has been widely regarded as one of the top photographers in the world. He was hired directly out of college to shoot for National Geographic and created images for the magazine for 18 years.

**HEIDI TAYLOR** / ACTIVIST, OCEAN PLASTIC COLLECTOR

Heidi Taylor is Co-Founder and Managing Director of the Tangaroa Blue Foundation (TBF), an organization based in Australia that addresses marine debris in our oceans. Since 2004, Heidi has inspired over 30,000 people to volunteer and helped remove more than 3 million pieces of debris from the marine environment at 1,300 different sites across Australia.

**SUSAN HARTLAND** / ACTIVIST

Executive Director, Sea Shepherd Conservation Society, Susan Hartland's work is focused on conservation, animal rescue and advocacy. Before joining the SSCS team as an employee, Susan was a volunteer onboard the Steve Irwin from 2009–10 as a Comm. officer and 2nd mate for the Antarctic, Waltzing Matilda and Blue Rage Campaigns.

**PARLEY**

**DIANNA COHEN** / ARTIST, ACTIVIST

Dianna is a multi-media visual artist, painter and curator and is best known for her works using recycled plastic bags. She co-founded the non-for-profit organization Plastic Pollution Coalition, a global alliance of individuals working to stop plastic pollution and its toxic impacts on humans, animals and the environment.

**TYSON TOUSSANT** / MATERIAL INNOVATOR

Co-Founder of Bionic Yarn. A hybrid of technical and creative ability, Tyson Toussant is an entrepreneur with a purpose. Being a native New Yorker he wanted to create something that spoke to the urban person who had a passion for the environment. With a focus on science coupled with a love for the outdoors, Tyson set his eye on bringing something unique that mixed his active lifestyle with eco-conservation.

**TIM COOMBS** / MATERIAL INNOVATOR

Tim studied economics and product design in school, as well as textile engineering at leading fashion houses in New York. He co-founded Bionic Yarn in 2004 based on the concept of advanced recycled materials and has since led many of the company's key product, market, and business development operations. Tim believes that environmental sustainability is possible if we can harmonize the economy with nature. He is committed to realizing that vision longterm.

**THECLA SCHAEFFER** / CMO G-STAR

Thecla Schaeffer is head of brand strategy and marketing for the Dutch fashion label G-Star RAW. Known for its innovative work in denim, G-Star has carved out an enviable position bridging the luxury and street-wear markets, with flagship stores in New York, London, Paris, and many other cities throughout the world. Schaeffer began her career in advertising, managing numerous global accounts at international agencies. Before joining G-Star in 2011, she was head of strategy at BBDO Amsterdam.

**IAIN KERR** / SCIENTIST

Dr. Iain Kerr is the CEO of the Ocean Alliance, an organization recognized as an international leader in whale research and ocean conservation since its founding by renowned scientist Dr. Roger Payne in 1970. Ocean Alliance programs include the Voyage's of the Odyssey and the Patagonia Right Whale Program.

**JOHN WARNER** / GREEN CHEMIST

John has published over 200 patents, papers and books. His recent work in the fields of semiconductor design, biodegradable plastics, personal care products, solar energy and polymeric photoresists are examples of how green chemistry principles can be immediately incorporated into commercially relevant applications. Warner was named by ICIS as one of the most influential people impacting the global chemical industries.

**PARLEY**

**MIRANDA WANG** / STUDENT

Miranda Wang is a TED speaker and student in Biochemistry and Entrepreneurship at the University of Pennsylvania. Alarmed by the plastic pollution crisis, she has worked on isolating and characterizing plastic-degrading bacteria from the natural environment. She continues to engage in developing new methods of bioremediation through synthetic biology.

**MARCO SPIER** / DIRECTOR

Psyop is an award-winning creative design and animation studio that works with global brands. His work is featured in the National Design Triennial of Cooper Hewitt and is part of the permanent collection at MoMA. Prior to founding Psyop, Marco was one of the original members of MTV's Digital Television Laboratory (DTV). He is also an early supporter and co-founder of Parley.

**OLAFUR ELIASSON** / ARTIST

Olafur Eliasson is a Danish-Icelandic artist known for sculptures and large-scale installation art employing elemental materials such as light, water, and air temperature to enhance the viewer's experience. In 1995 he established Studio Olafur Eliasson in Berlin, a laboratory for spatial research. Eliasson represented Denmark at the 50th Venice Biennale in 2003 and later that year installed The Weather Project in the Turbine Hall of Tate Modern, London.

**FELIX HALLWACHS** / ARCHITECT

Felix Hallwachs, CEO of Little Sun, is developing the Little Sun project with Studio Olafur Eliasson, Olafur Eliasson and Frederik Ottesen since 2012. Prior to building the global social business Felix worked with Olafur and the Studio since 2005. From 2006 to 2012 he developed works and exhibitions and projects as the Studio Director. Felix holds an architectural engineering degree from the TU Berlin, with additional interests in urban studies, sociology, politics, and economics.

**LELAND MELVIN** / ASTRONAUT

Melvin is an engineer, NASA astronaut, and former NFL player. After finishing a bachelor's in Chemistry at the University of Richmond, Leland entered the NFL until his career was cut short by a Hamstring injury. Post-Football, Leland refocused on his studies, and earned a MS in Materials Science Engineering from UVA. He is currently Associate Administrator of Education at NASA, and is additionally a strong proponent of the STEAM (Science, Technology, Arts, Math) movement.

**CHRIS CLARK** / SCIENTIST

Christopher is an engineer and biologist, is the Imogene Johnson Senior Scientist in the Bioacoustics Research Program at the Cornell Lab of Ornithology and in the Department of Neurobiology & Behavior at Cornell University. His research has concentrated on animal vocal communication with a particular interest in the application of advanced acoustic technologies for scientific conservation of endangered species, from birds to whales.

**ROGER PAYNE** / BIOLOGIST, ENVIRONMENTALIST

Roger Payne, PhD, a biologist, environmentalist, and Founder/President, Ocean Alliance is best known for his discoveries that humpback whales sing songs and that the calls of blue and fin whales carry across oceans. He has worked tirelessly for the conservation of whales in many international fora and is an important figure in the worldwide campaign to end commercial whaling.

**FISHER STEVENS** / FILM MAKER

Fisher Stevens is an American actor, director, and the 2010 Academy Award winning producer for the best documentary 'The Cove'. His dedication to ocean conservation continues as director of his latest yet to be released documentary, Mission Blue. He is director and producer of his latest project 'Mission Blue' – a film about 'Her Deepness' Dr. Sylvia Earle.

**SYLVIA EARLE** / EXPLORER, SCIENTIST, ACTIVIST

Sylvia A. Earle, Explorer in Residence at the National Geographic Society, Founder of Deep Ocean Exploration and Research (DOER), and former Chief Scientist of NOAA. Author of more than 200 publications, Sylvia has lead countless expeditions with 7000+ hours underwater. Her research focuses on ecology and the conservation of marine ecosystems, as well as development of technology for access to the deep sea.

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FIND MORE DETAILS ABOUT PARLEY FOR THE OCEANS AT

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FINLANDIA SUPPORTS PARLEY FOR THE OCEANS.

**PARLEY**

# READ, DEBATE: ENGAGE.

## NATURE

# PARLEY WITH PHARRELL: LIVE BLOG

JULY 02ND, 2013

in: NATURE  
by: Jack Bicker  
tags: environmental activism, Parley, Pharrell Williams

Parley for Oceans aims to change the way we think about plastic. With 46,000 pieces of the toxic material floating in every square kilometre of ocean, creatives, entrepreneurs and change-makers from around the world are converging on Berlin to end our waste.



15:43 - Parley for Oceans has wrapped up for today, as its participants merge into the Berlin fashion week crowd to evangelise! We bow out with the words of designer Tom Sachs...

Recycling is great, but there's a huge energy cost. My philosophy is, don't make things to recycle, make them to last. If you make something to last, you won't need to recycle...

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"Environmental responsibility is very important to our brand" - veteran H&M designer Margareta Van den Bosch (15:20)

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15:14 - Our company works out of New York where you are kicking plastic down the street all the time. But that's money. When melted down a plastic bottle is the same polymer as found in polyester. Tyson Toussant - co-founder of Bionic Yarn and Pharrell Williams collaborator talking to Parley organiser Cyrill Gutsch.

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Designer Tom Sachs, joining Parley from New York by Skype, imagined a sustainable approach to design:

Can you imagine a vehicle that is made to be repaired and not replaced. A car that if you had it for ten years, you would take pride in the fact that it was ten years old. Imagine a hip hop star bragging about how old their car is, not how many...

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13:15 – Paul Watson, talking to event organiser Cyrill Gutsch by phone link, told us:

The earth is like a spaceship hurtling across the galaxy at 500km a second. And like every space ship, it has a life support system that provides the air we breath and the water we drink... but we are not crew members, we are passengers, but we're killing the crew members – the people who actually do the work to take care of us. And there is only so much damage that you can do before the system breaks down.

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13:00 - The consensus is that the best way to incentivise the removal of plastics from our oceans is to create products that make a commercial use of it.

Tim Coombs and Tyson Toussant, founders of Return Textiles (2nd & 4th left), have created a new bionic yarn that breaks down plastic so that it can be spun into a fabric with uses ranging from denim jeans, through to tough, durable straps for shipping containers.

Tyson suggested that:

We collect the garbage from the ocean, and turn low grade plastic into high-quality plastic. The process delivers a high-quality texture, and increased durability... turning plastics bottles into fibre, spinning into yarn... from Denim to cargo logistics straps for ships, to boat covers to ski jackets. The design is versatile and has many applications.

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12:31 - "We need to teach care for the environment as if it were a tradition. The same way that we teach our kids to look after themselves, we should teach them to take care of the environment..."

It's clear that there is no help from corporations or politicians; that just leaves humanity! "

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12:24pm - Eco-warrior and veteran Greenpeace activist Paul Watson joins the conference via telephone...

"If the ocean dies, we die. The best way we can remove plastics from the ocean is to find a commercial use for it. We need to develop ships and technology to remove

that plastic from the sea and then recycle it”

12:00pm – Parley for Oceans kicks off with a panel discussion including event headliner Pharrell Williams, and Bionic Yarn co-founder Tim Coombs.

“I came to this project because I want to balance my own personal footprint – which isn’t perfect. I wanted to be part of a movement that preached to people and changed the world. The ocean was our first home. This is the only home we have. We should be trying to preserve the world we have!”

ALL HUMANS NATURE ECONOMY ARTS

SEPTEMBER 02ND, 2014

OIL, SOLAR ENERGY AND THE SHEIK'S DAUGHTER

in: HUMANS, NATURE, ARTS  
by: MURAT SUNER

fairplanet (fp): Jewish Monkeys. What is that? A band? A movement? A manifestation of ...? Jossi Reich (JR): A satirical rock-band with [...]

AUGUST 25TH, 2014

THE TIPPING POINT IS COMING

in: NATURE  
by: ITAI LAHAT

More than half of Americans are still not convinced that the science is valid enough. The American media is also playing a role in that – 34% of it gives [...]

AUGUST 20TH, 2014

EUROPE FOR SALE

in: HUMANS, NATURE, ECONOMY  
by: GURMEET SINGH

The proposed arrangement seeks to make trade between the European Union and the United States of America easier by lifting current restrictions and thereby liberalising [...]

AUGUST 12TH, 2014

7 DAYS OF GARBAGE

in: HUMANS, NATURE, ECONOMY  
by: ITAI LAHAT

California photographer Gregg Segal attempts to put a face on the mountains of garbage we generate through his compelling series documenting families lying down in [...]

JULY 28TH, 2014

PUTTING A PRICE ON CLIMATE CHANGE

in: HUMANS, NATURE, ECONOMY  
by: ITAI LAHAT

Last month the Economist has published an article about our indifference in economic terms. It's called "the cost of doing nothing", and as the [...]

JULY 16TH, 2014

WIND MATTER:

in: NATURE, ECONOMY  
by: ITAI LAHAT

Are you a mindful consumer that is will to pay for produce a more if it is more wo and environment friendly? Take for example the fair trad coffee you are [...]

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Systematic IS camp of ethnic cleansing historic scale in Northern Iraq

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PARLEY FOR THE OCEANS    EVENTS  
THE VORTEX PROJECT    UPDATES    ENGAGE



NEW YORK, PALAZZO CHUPI

“I have been surfing since I was a teenager... The ocean, the sea, and the waves have had a big influence on my life. It is so important that people finally comprehend that there is something bigger than them. The ocean teaches us to be humble, to respect it, and to accept that we are all part of something greater.”

*Julian Schnabel*





## JULIAN SCHNABEL

Julian Schnabel (born October 26, 1951) is an American artist and filmmaker. In the 1980s, Schnabel received international media attention for his "plate paintings"—large-scale paintings set on broken ceramic plates. Schnabel directed *Before Night Falls*, which became Javier Bardem's breakthrough Academy Award-nominated role, and *The Diving Bell and the Butterfly*, which was nominated for four Academy Awards. He has won the award for best director at the 2007 Cannes Film Festival, a Golden Globe, as well as BAFTA, a César Award, two nominations for the Golden Lion and an Academy Award nomination.



## BERLIN, FASHION WEEK

“This planet and the oceans are the natural resource bank account. We should be living off the interest that it bears, rather than eating away the capital. Right now, we’re eating, eating, and eating away as much of

the capital as possible. There are many countries that are living off credit in that scenario rather than on interest.”

*Fabien Cousteau*



Parley in Berlin took place during Fashion Week from July 2-4, 2013. The three day event series brought together 24 speakers for 'Parley Talks', featuring keynote presentations to discuss the growing threat of plastic pollution in the oceans. Collaboration sessions and a

The Vortex Project is based on the belief that we must harmonize the human economy with the ecosystem of nature in order to make a serious impact. Speakers for Parley Talks in Berlin included, Captain Paul Watson, Pharrell Williams and his partners in

Blue Carpet Party were held to form alliances for The Vortex Project: an initiative started by eco-material innovator Bionic Yarn, Sea Shepherd Conservation Society, and Parley to cleanup beaches and shorelines, boost new technologies, and turn ocean plastic into smart consumer products to create funding and awareness to address plastic pollution.

Bionic Yarn, Tyson Toussant and Tim Coombs, Fabien Cousteau, Fisher Stevens, David de Rothschild, David LaChapelle, Graham Hawkes, Tom Sachs, Dianna Cohen, Roy Vercoulen, Graham Hill, Margareta van den Bosch, Zem Joaquin, Jurgen Mayer H., Felix Hallwachs, Wolfram Putz, Thomas Wellemeit, Anders Lendager, Tobias Nolte, Lukas Kronawitter and Tomas Saraceno.



CAPTAIN PAUL WATSON

Paul co-founded Greenpeace with Robert Hunter, founded the Sea Shepherd Conservation society in 1977, and has been an activist for over 40 years. His work is recognized and supported by the best minds and feared by his opponents. He joined the conference live via Skype from aboard one of his ships on the sea.



PHARRELL WILLIAMS

Music artist, producer, serial collaborator, and entrepreneur. At Parley, Pharrell represented his company Bionic Yarn, the first high-performance ecoyarn. Its patented spinning process is capable of incorporating fibers from recycled plastic bottles into durable and refined quality textiles.



TYSON TOUSSANT & TIM COOMBS

Bionic's Co-founders Tyson Toussant and Tim Coombs presented The Vortex Project: a Bionic x Parley collaboration to take plastic waste out of the oceans and to turn it into bionic yarn & fabric, and other material for use in products.



FABIEN COUSTEAU



Fabien Cousteau is a third-generation explorer, documentary filmmaker and environmental activist. He is founder and CEO of plant a fish, a nonprofit dedicated to marine restoration through active community engagement. On his Mission 31 - he lived and conducted scientific experiments 20 meters under the ocean for 31 days.



#### FISHER STEVENS

Fisher Stevens is an American actor, director, and the 2010 Academy Award winning producer for the best documentary "The Cove". His dedication to ocean conservation continues as director of his latest yet to be released documentary, Mission Blue. He presented his project about 'Her Deepness' Dr. Sylvia Earle.



#### DAVID DE ROTHSCHILD

British adventurer, ecologist, author, documentarian and environmentalist, David de Rothschild, may be best known for launching Plastiki, a boat made from 12,000 reclaimed plastic bottles, sailing from San Francisco, CA to Sydney, Australia, in order to raise awareness for the the effects of global warming and plastic pollution in our ocean.



#### DAVID LACHAPELLE

As a commercial photographer David molded the fashion world and turned heirs, actors, musicians, and models into celebrities. Working as a fine art photographer he reflects his career in a humorous and social critical way. Living in Maui on a farm, nature became a big subject of his art.



#### GRAHAM HAWKES

A world-renowned engineer and inventor, Graham Hawkes wants to revolutionize the way we experience the oceans. He created the deep flight series of winged manned underwater vehicles, which "fly" to the depths of the oceans with the power and elegance of an airplane.



#### TOM SACHS

Always provocative and daring, Tom Sachs is a world renowned artist and sculptor, probably best known for his elaborate recreations of

brands, icons, all of them masterpieces of engineering and design of one kind or another. He believes in 're-use'.



DIANNA COHEN

TED speaker, multi-media artist, painter and curator Dianna Cohen is best known for her works using recycled plastic bags. She is Creative Advocacy Director and the Co-founder of the Plastic Pollution Coalition, a global alliance of individuals working to stop plastic pollution and its toxic impacts on humans, animals and the environment.



ROY VERCOULEN

Eco-economist, Roy Vercoulen is Vice president of the Cradle to Cradle institute, an international non-profit organization co-founded by William McDonough and Michael Braungart to bring about a large-scale transformation in the way we make things.



GRAHAM HILL

Innovator and designer, Graham Hill founded the eco-blog treehugger.com, "the green CNN" and his newest endeavor LifeEdited: How to design your life to include more money, health and happiness with less stuff, space and energy. It's life. Edited.



MARGARETA VAN DEN BOSCH

Margareta was Head of Design at H&M for over 20 years and made a disruptive impact on the fashion world by establishing the idea of accessible designer couture. Her success formula of celebrity collaborations with famous creators, like Maison Martin Margiela, Beyoncé, Stella McCartney made H&M a credible superbrand.



SAFIA MINNEY

Eco-business pioneer, Safia Minney, founded and is CEO of fair trade and sustainable fashion label People Tree. Safia has turned a lifelong interest in environment, trade and social justice issues into an award winning social business. 2010 People Tree was awarded best ethical brand at the global fashion awards in new york.



#### JUERGEN MAYER H.

'J. Mayer H.' studio focuses on works at the intersection of architecture, communication and new technology. Juergen Mayer H. has taught at Princeton University, University of the Arts Berlin, Harvard University, The Architectural Association in London, Columbia University New York and University of Toronto, Canada.



#### FELIX HALLWACHS

Felix Hallwachs is an architect who has worked with Olafur Eliasson since 2005, as studio director from 2006. Since January 2012 Felix is Managing Director of Little Sun.



#### WOLFRAM PUTZ

Wolfram Putz & Thomas Willemeit established GRAFT in LA together with Lars Krückeberg. GRAFT has won numerous national and international awards and garnered international fame with a wide-spread following throughout its 10 year existence.



#### ANDERS LENDAGER

In 2011 he has become one of the most prominent sustainability experts on the danish architectural scene - acting as consultant to government departments, as well as municipalities and private developers. Upcycling has become one of Anders lendager's specialties.



#### TOBIAS NOLTE

Tobias Nolte is a designer based in Berlin and New York. He is currently director at Gehry Technologies in NY where he leads a team of architects, engineers and builders in the implementation of parametric and computation methods to improve design, engineering and construction performance.



#### LUKAS KRONAWITTER

Lukas Kronawitter is an architect and planner with a specialized focus on resource management and urban ecology. He has researched a range of projects including reusable and organic building material at

Munich University, sustainable water and waste management at the HafenCity University of Hamburg and Terreform One in Brooklyn.



#### TOMAS SARACENO

Visionary artist Tomás Saraceno creates inflatable and airborne biospheres with the morphology of soap bubbles, spider webs, neural networks, or cloud formations, which are speculative models for alternate ways of living. Tomás Saraceno, born in 1973 in Argentina, studied art and architecture.

## NEW YORK, UNITED NATIONS

“The fact is if you save the oceans you save the whole world because the oceans are the lungs of the planet. Without the oceans, all earth dies. The oceans don’t need land, land needs the oceans.”

*Louie Psihoyos*





He was hired directly out of college to shoot for *National Geographic* and created images for the magazine for 18 years.



IAIN KERR

Dr. Iain Kerr is the CEO of the Ocean Alliance, an organization recognized as an international leader in whale research and ocean conservation since its founding by renowned scientist Dr. Roger Payne in 1970. Ocean Alliance programs include the Voyage's of the Odyssey and the Patagonia Right Whale Program.



DANIELLA RUSSO

Daniella Dimitrova Russo is the Co-founder and Executive Director of Plastic Pollution Coalition, a global alliance of individuals, organizations and businesses working together to end plastic pollution and its toxic impacts on people, animals and the environment.



#### DIANNA COHEN

TED speaker, multi-media artist, painter and curator Dianna Cohen is best known for her works using recycled plastic bags. She is Creative Advocacy Director and Co-founder of the Plastic Pollution Coalition, a global alliance of individuals working to stop plastic pollution and its toxic impacts on humans, animals and the environment.



#### LEWIS PERKINS

Lewis Perkins is a champion for sustainability – personally and professionally. Prior to joining the Cradle to Cradle Products Innovation Institute, Lewis consulted to companies both big and small on creating programs and awareness for environmental and social initiatives.



#### GHISLAINE MAXWELL

Ghislaine Maxwell is president and founder of The TerraMar Project (TMP), a web-based non-profit organized to protect the ocean by empowering a global community of ocean citizens. TMP collaborates with other stake holders to make the ocean part of the 2015 United Nations Sustainable Development Goals.



#### CAPTAIN ALEX CORNELISSEN

Inspired by the work of Captain Watson, Alex Cornelissen joined Sea Shepherd in 2002. Starting as chief cook on Sea Shepherd's very first Antarctic campaign, he worked his way up to first officer, followed by captain in 2006, and in 2007 he became the director of operations in the Galapagos Islands. In 2013 he became Sea Shepherd's GEO.



#### SUSAN HARTLAND

Animal rescuer and advocate, Susan Hartland has served as the Administrative Director of Sea Shepherd since January 2012. Before joining the Sea Shepherd team as an employee, Susan was a volunteer onboard the Steve Irwin from 2009–10 as Comm. Officer and 2nd Mate for the Antarctic, Waltzing Matilda and Blue Rage campaigns.



## NEW YORK, NEUE HAUS

“If we don’t drastically change our thinking and our actions, the only place we will get to see what is in the oceans, will be at the museum. One problem – we won’t be here to enjoy the displays...”

*David LaChapelle*



On January 19, 2014 Parley hosted a conversation between Captain Paul Watson and American artist David LaChapelle to discuss the growing concerns related to single use plastic pollution. Hosted in the screening room at Neuehouse, an eclectic group of artists, activists, and members of the creative community attended and discussed the far reaching impacts that plastic pollution is having on the oceans.

LaChapelle gave attendees insight on the inspiration for his new work and exhibition LANDSCAPE, comprised of two photographic series: Refineries and Gas Stations. Here he uses these materials to illustrate how repurposing materials from our every day lives can lead to future sustainability of resources. Both Captain Paul Watson and David LaChapelle announced their commitment to The Vortex Project.



## DAVID LACHAPELLE

As a commercial photographer David molded the fashion world and turned heirs, actors, musicians, models into celebrities. Working as a fine art photographer he reflects his career in a humorous and social critical way. Living in Maui on a farm, nature became a big subject of his art.



## CAPTAIN PAUL WATSON

Paul co-founded Greenpeace with Robert Hunter, founded the Sea Shepherd Conservation Society in 1977, and has been an activist for over 40 years. His work is recognized and supported by the best minds and feared by his opponents. He joined the conference live via Skype from one of his ships on the sea.

^  
**TOP**



PARLEY FOR THE OCEANS - 187 LAFAYETTE STREET, 5th FLOOR - NEW YORK, NY  
10013

## Last Night's Parties: NYFW, Day 3

A-listers littered the streets by dawn after NYFW's busiest party night

By Zachary Weiss | 09/06/14 5:51am



Pharrell's debut of his second collection for G-Star raw benefiting Parley For The Oceans

G-Star-mosphere, Pharrell Williams, RAW For The Oceans SS15, Presentation

PARLEY FOR THE OCEANS

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G-STAR RAW



G-Star Raw and Bionic Yarn are partners of Parley for the Oceans

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[LAUNCH SLIDESHOW](#)

## [On the Blue Shore of Silence: A Group Show Benefiting Parley for the Oceans](#)

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“On the Blue Shore of Silence,” up now at [Fitzroy Gallery](#) and previously on view at [Tracy Williams, Ltd.](#), derives its name from a **Pablo Neruda** poem about the healing and didactic powers of the sea. It’s an apt title for an exhibition that will benefit [Parley for the Oceans](#) in support of their initiative, the [Project Vortex](#).

Over 50 artists working across mediums of sculpture, photography, video, painting, and works on paper have come together to meditate on oceanic themes. Some artists approach the theme from a physical perspective, depicting seashells or nautical objects, while others reflect on the atmosphere of

the sea as a whole.

Artists participating in the exhibition include: **John Baldessari, Martin Basher, Colby Bird, Barbara Bloom, Carol Bove, Jonathan Brand, Matthew Brannon, Ernst Caramelle, Ana Cardoso, Vija Celmins, Nicole Cherubini, Anne Chu, James Collins, Alike Cooper, Will Cotton, Anna Craycroft, Wim Delvoye, Steve Di Benedetto, Mark Dion, Richard Dupont, Keith Edmier, Michelle Elzay, Ian Hamilton Finlay, Joe Fyfe, Simryn Gill, Paul Heyer, Noritoshi Hirakawa, Veronika Holcova, Kyung Jeon, Michael Joo, Jon Kessler, Win Knowlton, Ivo Kocherscheidt, Kinke Kooi, T. Kelly Mason, Jessica Mein, Domingo Milella, Alyssa Pheobus Mumtaz, Murad Khan Mumtaz, Kate Newby, Tim Nickodemus, Rachel Niffenegger, Jennifer Nocon, Adam Putnam, Alexis Rockman, Alexander Ross, Mika Rottenberg, Brie Ruais, Dana Sherwood, Gibb Slife, Pat Steir, Tavares Strachan, Diana Thater, Rirkrit Tiravanija, Morgane Tschember, Sandra Vasquez de la Horra, Marko Velk, Stas Volovik, Lawrence Weiner, and Robin Winters.**

A portion of the sales from the show will go to Parley for the Oceans, which aims to amend marine devastation and promote bio-diversity. The organization also retrieves plastic pollution from shorelines and recycles it into consumer goods.

*“On the Blue Shore of Silence” will be on view at Fitzroy Gallery through September 14.*

[Sola Agustsson](#) September 3, 2014

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Sola Agustsson - 96 articles

Sóla Agustsson is a writer and graduate student in English Literature at Brooklyn College. She has contributed to Whitewall, Artlog, Flaunt and Zink Magazine. Excerpts from her upcoming novel have ap[...]

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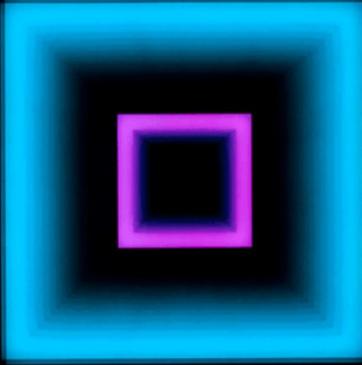
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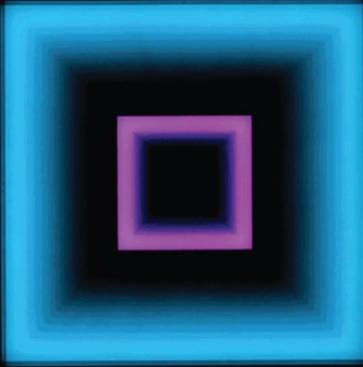
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# *Pharrell Williams Puts His Star Power Behind Parley For The Oceans*



Zachary Weiss

Industry

September 6, 2014 — 04:04PM



**ZADIG & VOLTAIRE**



**M**ega-hit musician and producer Pharrell Williams put on his designer cap last night with G-Star RAW and Parley, an ocean preservation organization. Williams has curated a 12-piece collection made from plastic detritus salvaged from the sea then fused with cotton thread and woven into denim, including a minidress emblazoned with Parley For The Oceans' signature octopus cartoon, which will undoubtedly be sported by aspiring street-style stars next Spring.

He said he was inspired after traveling the globe. "At a certain point I decided I

needed to do something, 'cause when you travel the way that I've been blessed to be able to, you start to realize that like, you know, the Earth is actually our house," Williams said. "So we have to give some sort of global communal consideration to what we're doing. I'm a musician, but I also consider myself a public servant."

Of all the causes, why the ocean? "The ocean has a lot in common with us; you know the planet's 75 or 85 percent water. So are we, our flesh is 75 or 85 percent water," Williams told [Style.com](http://style.com). "There's a huge parallel there, so like if you aren't taking care of the water, then you kill the life. The significance of water on a planet sort of tells you that there's life, at least on a microbial level, like when you have no more water, you have no more life."

- Zachary Weiss

*Trends / Industry: Pharrell Williams Puts His Star Power Behind Parley For The Oceans*

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