PTO Form 1960 (Rev 9/2007)
OMB No. 0651-0050 (Exp. 07/31/2017)

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85925273
LAW OFFICE ASSIGNED	LAW OFFICE 113
MARK SECTION	
MARK	http://tsdr.uspto.gov/img/85925273/large
LITERAL ELEMENT	REVENUE MARKETING
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size or color.
ARGUMENT(S)	
Please see the actual argument text attached within the Evidence section.	
EVIDENCE SECTION	
EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	evi_50167133251-20150630184634127444_._805US1_Remarks.pdf
CONVERTED PDF FILE(S) (3 pages)	\\TICRS\EXPORT16\IMAGEOUT16\859\252\85925273\xml15\RFR0002.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\859\252\85925273\xml15\RFR0003.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\859\252\85925273\xml15\RFR0004.JPG
ORIGINAL PDF FILE	evi_50167133251-20150630184634127444_._Exhibit_1.pdf
CONVERTED PDF FILE(S) (3 pages)	\\TICRS\EXPORT16\IMAGEOUT16\859\252\85925273\xml15\RFR0005.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\859\252\85925273\xml15\RFR0006.JPG

	\\TICRS\EXPORT16\IMAGEOUT16\859\252\85925273\xml15\RFR0007.JPG
DESCRIPTION OF EVIDENCE FILE	remarks and an exhibit
SIGNATURE SECTION	
RESPONSE SIGNATURE	/s/
SIGNATORY'S NAME	Stephen M. Schaetzel
SIGNATORY'S POSITION	Attorney of record, Georgia bar member
SIGNATORY'S PHONE NUMBER	404-645-7700
DATE SIGNED	06/30/2015
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	NO
FILING INFORMATION SECTION	
SUBMIT DATE	Tue Jun 30 18:52:56 EDT 2015
TEAS STAMP	USPTO/RFR-50.167.133.251-20150630185256461996-85925273-530f6d2fbb257aa933ed79ebb126677c649a27c6da12d63e1331ec381408038-N/A-N/A-20150630184634127444

PTO Form 1960 (Rev 9/2007)
OMB No. 0651-0050 (Exp. 07/31/2017)

Request for Reconsideration after Final Action

To the Commissioner for Trademarks:

Application serial no. **85925273** REVENUE MARKETING(Standard Characters, see http://tsdr.uspto.gov/img/85925273/large) has been amended as follows:

ARGUMENT(S)
In response to the substantive refusal(s), please note the following:

Please see the actual argument text attached within the Evidence section.

EVIDENCE
Evidence in the nature of remarks and an exhibit has been attached.
Original PDF file:
evi_50167133251-20150630184634127444_._805US1_Remarks.pdf
Converted PDF file(s) (3 pages)
Evidence-1
Evidence-2
Evidence-3
Original PDF file:
evi_50167133251-20150630184634127444_._Exhibit_1.pdf
Converted PDF file(s) (3 pages)
Evidence-1
Evidence-2
Evidence-3

SIGNATURE(S)
Request for Reconsideration Signature
Signature: /s/ Date: 06/30/2015
Signatory's Name: Stephen M. Schaetzel
Signatory's Position: Attorney of record, Georgia bar member

Signatory's Phone Number: 404-645-7700

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.

Serial Number: 85925273
Internet Transmission Date: Tue Jun 30 18:52:56 EDT 2015
TEAS Stamp: USPTO/RFR-50.167.133.251-201506301852564
61996-85925273-530f6d2fbb257aa933ed79ebb
126677c649a27c6da12d63e1331ec381408038-N
/A-N/A-20150630184634127444

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark:	**REVENUE MARKETING**	
Serial No:	85/925,273	Law Office: 113
Applicant:	The Pedowitz Group, LLC (DBA The Pedowitz Group)	Trademark Attorney: J. Brendan Regan Attorney Docket No: 10217-805US1

RESPONSE TO FINAL OFFICE ACTION

In response to the December 30, 2014 Final Office Action, Applicant hereby requests reconsideration and offers the following Remarks.

REMARKS

The Examining Attorney rejected the mark "Revenue Marketing" as being merely descriptive within the meaning of Section 2(e)(1) of the Lanham Act, 15 U.S.C. §1052(e). Applicant, The Pedowitz Group, LLC ("Applicant"), respectfully traverses this rejection.

This request for reconsideration is accompanied by the attached Exhibit 1, which comprises a Google search for the mark (or a critical portion of the mark) at issue. As shown in the exhibit, the first four (4) relevance listings are for the Applicant. This demonstrates that the designation is serving as a trademark to the relevant public. Further, it will be noted that the term "revenue marketing" is being used by another later in the exhibit, that use is isolated and constitutes an unauthorized use of the Applicant's mark.

In response to the request for additional information, Applicant responds as follows:

> The nature of the services is that of business consulting by which a traditional marketing function is transformed from a cost center into a revenue center. The transformation process includes finding ways to leverage strategy, people, processes, technology, customers and results to such a result. The services offered by the Applicant include the

steps of generating leads for a client's product, then generating demand for the client's product, and then attributing any revenue that is generated by such previous steps or stages to appropriate activities in a way that makes the process repeatable and sustainable.

In response to the specific questions, Applicant further responds as follows:

Do the applicant's services concern revenue?

The Applicant's services do not directly concern revenue, although Applicant is a business that seeks to generate revenue and the result of Applicant's business consulting services is intended to generate revenue as a result of the sales of a client's goods or services.

Do the applicant's services concern marketing?

The Applicant's services are provided to client's who are seeking to convert their traditional marketing function from a cost center to a revenue center. In that regard, and only in that regard, do the services "concern" marketing.

Do the applicant's services concern revenue marketing?

The Applicant's services are identified by the coined term "Revenue Marketing." There is no such thing as marketing revenue. One markets goods and services in an effort to generate revenue.

Are the applicant's services provided by an agency?

Yes.

Does the wording "revenue" or "marketing" or "agency" or "revenue marketing" or "marketing agency" or "revenue marketing agency" have any meaning or significance, either in the industry in which the goods/services are manufactured/provided or as applied to the applicant's particular goods/services (perhaps as a term of art)?

Applicant does not believe that the term (or terms) has acquired any particular descriptive meaning in the industry. Applicant coined the term "Revenue Marketing," and has used that term to distinguish its products and services from those of others. While a few others have used the term, such uses have not been authorized by Applicant and are not relevant because such use has not been so widespread as to indicate descriptive use by the trade. Rather, as shown in the most recent exhibit (Google search), the term identifies Applicant as the source of such services even though there exists an isolated unauthorized use.

Accordingly, the exhibit supports the present application and Applicant requests that the mark be passed to publication.

MEUNIER CARLIN & CURFMAN LLC

Date: June 30, 2015

/ Stephen M. Schaetzel /
Stephen M. Schaetzel
Attorney of record

EXHIBIT 1

Google The Revenue Marketing Agency Sign in

Web Maps News Images Videos More Search tools

About 15,500,000 results (0.43 seconds)

Marketing Agency - Performics.com
Ad www.performics.com/
Performics: Driving Leads & Sales for Global Brands. Learn More Now!

Align Marketing + Revenue - leandatainc.com
Ad www.leandatainc.com/
Account-Based Marketing reporting best practices, tips and lessons

Advertising Agency - We Achieve Better Marketing Results
Ad www.mediassociates.com/
Mediassociates. Better Thinking™.
Focused on Results · Make Advertising Work · Insightful and Innovative

Pedowitz Group
www.pedowitzgroup.com/
The Revenue Marketing Agency. Call Us: ... Get Started on your Revenue Marketing Journey™ ... Does your company want to see better ROI from marketing?

Revenue Marketing™ Thought Leadership Blog
www.pedowitzgroup.com › Blog
Revenue Marketing™ though leadership from the practice leaders in Revenue ... Many companies combine small portions of various ideas to create a hybrid ...

About Us - Pedowitz Group
www.pedowitzgroup.com/about-us/
The Pedowitz Group (TPG) is a Revenue Marketing™ agency headquartered near Atlanta, Ga. We help our clients change marketing from a cost center to a ...

The Revenue Marketing Journey™ - The Pedowitz Group
www.pedowitzgroup.com/rmt/revenue-marketing-journey/
The journey to Revenue Marketing™ is a model that explains four distinct stages to ... Companies and marketers at this stage have invested in a marketing ...

2014 Agency Report: Revenue, Staffing, Stocks, Digital Up ...
adage.com/article/agency...agency...revenue.../292849/ Advertising Age
Apr 27, 2014 - Ad-agency employment is at its highest level since 2001, agency stocks have hit all-time highs and U.S. ad spending this year is forecast to ...

Agency Report 2014 Index - Advertising Age
adage.com/article/...agencies/ad-age-agency.../292284/ Advertising Age
Apr 27, 2014 - The report includes rankings based on U.S. and worldwide revenue. Portions of Agency Report 2014 appeared in Ad Age's print edition (April ...

Digital, Media Drive US Agency Revenue - Advertising Age
adage.com/article/agency...agency-revenue/241114/ Advertising Age
Apr 29, 2013 - Digital, media drove U.S. agency revenue up 5.6% in 2012, according to Ad Age DataCenter's analysis of data compiled for nearly 1000 ...

15 Ways to Maximize Marketing Agency Profits
www.marketingagencyinsider.com/.../15-ways-to-maximize-marketing-a...
Mar 12, 2014 - Agency Upward Revenue Growth is the easy part. Retaining it, and making it profitable, is the real challenge for agencies. As the demand for ...

Revenue Marketing Agency, Advertising
www.revenuemarketingagency.com/
By specializing in advertising, sales conversion and retention, as well as digital, mobile, social and traditional marketing, Revenue Marketing focuses on ...

Denver Digital Marketing Agency | Revenue River Marketing

Ads

Top 10 Tips for Marketers
www.learn.googleapps.com/
Learn how to use Google Apps to improve your marketing efforts.

Upshot- Marketing
www.upshot.agency/
(312) 943-0900
Award-Winning Full-Service, Seamless Marketing Agency.

Google Partners
www.google.com/partners
Search for a Trusted Agency
Grow Your Business with Expert Help

Best Online Marketing
www.jumpfly.com/Online-Ad-Agency
Proven Marketing Professionals.
Ranked #1 PPC Marketing Agency.

Marketing Agency
www.rauxa.com/
Independent, Full Service Marketing
Fueled by Research and Data

Need A Marketing Agency?
www.coalitiontechnologies.com/
(310) 827-3890
Leads, Revenue Generation, SEO, PR
Design, Branding, Identity, Dev

Marketing For Healthcare
www.chatterbuzzmedia.com/healthcare
Award Winning Marketing Agency.
Schedule a Free Consultation Today.

See your ad here »

www.revenueriver.co/digital-marketing-services
Are you looking to grow your business by building an effective digital marketing strategy? At Revenue River we specialize in blending the right amount of ...

Searches related to The Revenue Marketing Agency

advertising agency revenue	**top ad agencies by** revenue
advertising agency revenue **model**	**largest ad agencies by** revenue
advertising agency revenue **per employee**	revenue marketing **definition**
ad agency revenue	revenue marketing **book**

1 2 3 4 5 6 7 8 9 10 **Next**

Washington, DC - From your search history - Use precise location - Learn more

Help Send feedback Privacy Terms