From: Regan, Brendan

Sent: 7/23/2015 6:58:30 AM

To: TTAB EFiling

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Subject: U.S. TRADEMARK APPLICATION NO. 85925273 - REVENUE MARKETING - 10217-805US1 - Request for Reconsideration Denied - Return to TTAB

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Attachment Information:

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UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 85925273

MARK: REVENUE MARKETING

CORRESPONDENT ADDRESS:

STEPHEN M. SCHAETZEL

MEUNIER CARLIN & CURFMAN LLC

999 PEACHTREE ST., NESUITE 1300

ATLANTA, GA 30309

GENERAL TRADEMARK INFORMATION:

http://www.uspto.gov/trademarks/index.jsp

VIEW YOUR APPLICATION FILE

APPLICANT: The Pedowitz Group, LLC

CORRESPONDENT'S REFERENCE/DOCKET NO:

10217-805US1

CORRESPONDENT E-MAIL ADDRESS:

Docketing@mcciplaw.com

REQUEST FOR RECONSIDERATION DENIED

ISSUE/MAILING DATE: 7/23/2015

The trademark examining attorney has carefully reviewed applicant's request for reconsideration and is denying the request for the reasons stated below. *See* 37 C.F.R. §2.63(b)(3); TMEP §§715.03(a)(ii)(B), 715.04(a).

The following requirement(s) and/or refusal(s) made final in the Office action dated 12/30/14 are maintained and continue to be final:

- "the refusal under Trademark Act Section 2(e)(1)[; *s*]*ee* 15 U.S.C. §1052(e)(1); 37 C.F.R. §2.64(a)"
- "The requirement under 37 C.F.R. §2.61(b) that the applicant must furnish certain information"—namely, "submit[ting] samples of advertisements or promotional materials for the goods/services or, if unavailable, for goods/services of the same type"

See TMEP §§715.03(a)(ii)(B), 715.04(a).

The following requirement(s) and/or refusal(s) made final in the Office action are satisfied: "The requirement under 37 C.F.R. §2.61(b) that the applicant must furnish certain information"—namely, "respond[ing] to certain questions." *See* TMEP §§715.03(a)(ii)(B), 715.04(a).

In the present case, applicant's request has not resolved all the outstanding issue(s), nor does it raise a new issue or provide any new or compelling evidence with regard to the outstanding issue(s) in the final Office action. In addition, applicant's analysis and arguments are not persuasive nor do they shed new light on the issues. Accordingly, the request is denied.

If applicant has already filed a timely notice of appeal with the Trademark Trial and Appeal Board, the Board will be notified to resume the appeal. *See* TMEP §715.04(a).

If no appeal has been filed and time remains in the six-month response period to the final Office action, applicant has the remainder of the response period to (1) comply with and/or overcome any outstanding final requirement(s) and/or refusal(s), and/or (2) file a notice of appeal to the Board. TMEP §715.03(a)(ii)(B); *see* 37 C.F.R. §2.63(b)(1)-(3). The filing of a request for reconsideration does not stay or extend the time for filing an appeal. 37 C.F.R. §2.63(b)(3); *see* TMEP §§715.03, 715.03(a)(ii)(B), (c).

/J. Brendan Regan/

Examining Attorney

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