

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85935503
LAW OFFICE ASSIGNED	LAW OFFICE 110
MARK SECTION	
MARK	http://tmng-al.uspto.gov/resting2/api/img/85935503/large
LITERAL ELEMENT	SMARTLINK
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)

NO LIKELIHOOD OF CONFUSION

The Office Action refused registration of Applicant’s Mark on the basis of a likelihood of confusion with the following mark (the “Registered Mark”):

SMARTLINKS, Registration No. 4269159 for “business consulting services, namely, providing marketing information to businesses about the hardware device accessing a hyperlink, such as device and other identification information.”

Applicant respectfully contends that a review of the factors for determining whether there is a likelihood of confusion supports a finding that Applicant’s Mark is registrable.

I. Lack of Fame of the Registered Mark and Number and Nature of Similar Marks

A likelihood of confusion analysis must first start with the Examining Attorney establishing whether “SMARTLINK” is a strong or weak mark. The strength and distinctiveness of the mark is a vital consideration in determining the scope of protection it should be accorded as “...strong marks are widely protected, as contrasted to weak marks.” *Amstar Corp. v. Domino’s Pizza, Inc.*, 615 F.2d 252 (5th Cir. 1980).

The Registered Mark is not a famous mark. Indeed, the term SMARTLINK is a very common term that has received numerous registrations on a wide variety of goods and services, including computer software for spreadsheets, retail management, portable media, Internet marketing and telecommunication services, as well as medical instruments and job placement services. The Examining Attorney must properly weigh the impact of extensive third-party use of the “SMARTLINK” mark as “(t)he greater the number of identical or more or less similar trade-marks already in use on different kinds of goods, the less is the likelihood of confusion . . .” *Id.* at 260. The Federal Circuit has held that the Trademark Trial and Appeal Board erred in failing to consider evidence of third-party use of service marks. *Lloyd’s Food Prods., Inc. v. Eli’s, Inc.*, 987 F.2d 766 (Fed. Cir. 1993). As shown by Exhibit A, over 100 trademark applications have been filed that include the term “SMARTLINK” (with nearly half of those applications still pending or registered). In addition, a Google search of the term SMARTLINK produced about 417,000 results. *See* Exhibit B. The large number of third-party marks containing the term SMARTLINK is evidence that no likelihood of confusion will exist between Applicant’s Mark and the Registered Mark. *See Sun Banks of Florida, Inc. v. Sun Federal Savings and Loan Association*, 651 F.2d 311, 316 (“We find the extensive third party use of the word ‘Sun’ impressive evidence that there would be no likelihood of confusion between Sun Banks and Sun Federal.”). The court in *Sun Banks* further states “[t]he purpose of a defendant introducing third party uses is to show that customers have become so conditioned by a plethora of such similar marks that customers ‘have been educated to distinguish between different [such] marks on the bases of minute distinctions.’ ” *Id.* at 317 (citing *McCarthy on Trademarks and Unfair Competition* § 11:88 (4th ed.2001)).

Applicant notes that the term “SMARTLINK” is particularly diluted with respect to the types of services related to the Registered Mark. In this regard, there are 43 trademark applications or registrations (16 of which are pending or registered) that (1) include the term “SMARTLINK” and (2) recite “computer,” “online” or “Internet” in their descriptions of goods or services. *See* Exhibit U. One of those

registrations is owned by Palm Coast Data, LLC (hereafter “Palm Coast Data”), which has registered the term “PCD SMARTLINK” with respect to services that pertain to providing an “on-line computer database” containing “marketing information.” More specifically, the description of services related to “PCD SMARTLINK” reads “providing an *on-line* computer database containing *marketing information* in the field of subscription and membership fulfillment.” (Emphasis added). See Exhibit C. It seems likely that a party engaged in services that are related to providing “marketing information” in an online environment would be involved with tracking of hardware devices accessing a hyperlink. Indeed, Palm Coast Data prominently advertises on its homepage that it provides “Business Intelligence” and explains that it “offers a variety of actionable and analytical data sets and reports that ensure you remain current on critical business-development initiatives.” See Exhibit D. “End-to-end solutions (provided by Palm Coast Data) include ecommerce; transaction processing; direct mail; customer service; and more.” See Exhibit E. As part of its services, Palm Coast Data offers “PCD InPrint,” which “is an online reporting tool that will help manage your targeted messaging and campaigns.” See Exhibit F. It seems rather clear that customers of Palm Coast Data might reasonably expect it to provide “marketing information” about hardware devices accessing hyperlinks.

In addition, Heartland Payment Systems, Inc. (hereafter referred to as “Heartland”) has registered the term “SMARTLINK” with respect to services that pertain to database management and the storage of data for use by retail businesses regarding retail transactions. More specifically, the description of services related to “SMARTLINK” reads “(p)latform as a service (PAAS) featuring computer software platforms for use as a spreadsheet, word processing, database management, and electronic storage of data, the foregoing for use by retail businesses for management of payment card processing for retail transactions, energy management, facilities management, inventory management and back office systems management.” See Exhibit G. The software of Heartland appears to integrate with the webpages of retailers to enable payment from customers making purchases through the retailers’ websites, and Heartland advertises that “Heartland has everything you need to start selling online today.” See Exhibit H. It seems that consumers of Heartland might reasonably expect it to track the purchase of retail goods on the Internet and, thus, provide “marketing information” about hardware devices accessing hyperlinks.

MasterCard International, Inc. (hereafter referred to as “MasterCard”) has registered the term “MASTERCARD SMARTLINK” with respect to services that process “consumer information used by corporate purchasing card customers.” More specifically, the description of services related to “MASTERCARD SMARTLINK” reads “computer software for use in integrating corporate purchasing card data and enterprise resource planning systems, software for secure data storage and retrieval and transmission of confidential consumer information used by corporate purchasing card customers, banking and financial institutions; software for use in connection with electronic procurement systems.” See Exhibit I. It seems reasonable to expect that a party providing “consumer information” related to purchasing cards might provide “marketing information” about hardware devices accessing hyperlinks as part of the “consumer information.” In addition, it appears that MasterCard has licensed Smartlink SA to provide a wallet platform. See Exhibit J. Smartlink SA advertises that “We enable mobile commerce transactions.” See Exhibit K. It seems reasonable to expect that such an “enabler” of mobile commerce transactions might provide “marketing information” about hardware devices accessing hyperlinks.

Liquent, Inc. (hereafter referred to as “Liquent”) has registered the term “LIQUENT SMARTLINK” with respect to services that involve electronic “links” that appear to be hyperlinks. More specifically, the description of services related to “LIQUENT SMARTLINK” reads “(c)omputer software used to create and manage *links* between separate PDF and electronic word processing documents stored on user’s computer and used by customers in the life sciences industry.” (Emphasis added). See Exhibit L. It seems reasonable to expect that an entity creating and managing hyperlinks might provide “marketing data” about hardware devices accessing the hyperlinks.

In addition, to the numerous registrations involving “SMARTLINK,” there are numerous common law usages that specifically pertain to the use of “SMARTLINK” with electronic links, such as hyperlinks, or with services that consumers would reasonably expect to be involved with providing “marketing information” about hardware devices accessing hyperlinks, as will be described in more detail below.

As an example, Accompa, Inc. appears to be a software company that apparently uses “SMARTLINK” to refer to a special type of hyperlink that provides added functionality. In fact, Accompa specifically states that “Smartlinks are just like hyperlinks, with one important difference: They’re dynamically generated based on the data you’re looking at.” See Exhibit M.

Smartlink Internet Marketing (referred to hereafter as “SLM”) provides Internet marketing services, including website development, using the term “SM@RTLINK.” SLM advertises its services as follows: “SmartLink Internet Marketing is a full-service digital marketing agency. As such, we are capable of providing a comprehensive Internet marketing strategy from conception through implementation, *monitoring and reporting*.” (Emphasis added). See Exhibit N. It would be reasonable to expect that such a “full-service digital marketing agency,” which is providing “monitoring and reporting” of Internet marketing strategy, might provide “marketing information” about hardware devices accessing hyperlinks.

Kochava, Inc. (referred to hereafter as “Kochava”) uses the term “SMARTLINK” with respect to services directed to Internet advertisers. Specifically, Kochava appears to provide a service that creates or uses hyperlinks for directing consumers to various sites or destinations. See Exhibit O. As an example, Kochava advertises that its services “(u)se a single link to redirect users across the globe to geo-specific app stores and download locations” and “(d)efine rules that run in the background when a user clicks on their ad.” *Id.* It would be reasonable to expect that such a party might provide “marketing information” about hardware devices accessing the links that are used to redirect users.

SEO Smart Links apparently is a software program that uses the terms “SEO SMART LINKS.” It appears that the program specifically constructs or sets up hyperlinks. In this regard, “SEO Smart Links allows you to set up your own key words and set of matching URLs.” See Exhibit P. It would be reasonable to expect such a program might set up hyperlinks such that information is provided about hardware devices accessing such hyperlinks.

Smart Link Solutions (hereafter referred to as “SLS”) uses the term “SMARTLINK” with respect to “Digital Marketing” services. See Exhibit Q. In this regard, Smart Link Solutions appears to offer website design services, including “pay per click management.” It seems rather evident that the solutions of SLS related to “pay per click management” might provide “marketing information” about hardware

devices accessing hyperlinks.

SmartLink Internet Strategies is yet another company that uses the term “SMARTLINK” to provide Internet marketing services. See Exhibit R. The company is described as providing “search engine marketing,” including “pay per click advertising.” It would be reasonable to expect SmartLink Internet Strategies to provide “marketing information” about hardware devices accessing hyperlinks.

Exhibit S shows that the term “SMARTLINK” is used to refer to certain hyperlinks. The document indicates that a “SmartLink URL is a http get request.”

Exhibit T is a document describing operation of a drawing software application, SmartUse. As shown by this document, the software uses objects, referred to as “SmartLinks,” that appear to function as hyperlinks for directing users to certain documents.

The above examples are not exhaustive of the many uses of “SMARTLINK” but rather are illustrative of several uses that are directly related to services associated with the Registered Mark. The sheer number of marks relevant to online uses of “SMARTLINK” and uses of “SMARTLINK” suggesting a connection with hyperlinks makes it impractical to find and provide evidence of each such use. Indeed, as mentioned above, there are over 400,000 hits in performing a Google search of the term “SMARTLINK.” Because the name “SMARTLINK” shares the phrase “LINK” with “hyperlink,” it stands to reason that many of the over 400,000 hits in the Google search pertain to the use of the term “SMARTLINK” in connection with hyperlinks and Internet marketing, as evidenced by the examples specifically discussed above.

In any event, the above examples make it clear that the term “SMARTLINK” is used pervasively online, including applications that pertain to Internet marketing and hyperlinks, in particular. However, the Examiner has not provided a single instance of the term “SMARTLINK” being used with the type of advertising at issue for Applicant’s mark, namely “roadside billboards.” Moreover, Applicant’s services and roadside billboards, in particular, have nothing to do whatsoever with monitoring hyperlinks or tracking devices that access hyperlinks. Further, the roadside billboards being monitored in Applicant’s services do not exist in an online environment, which is the area of focus of the services related to the Registered Mark. The owner of the Registered Mark narrowed its description of services to providing “marketing information” about hyperlinks, and expanding the scope of the Registered Mark to encompass monitoring real-world objects, like roadside billboards, as the Examiner is apparently attempting to do, ignores the degree to which the term “SMARTLINK” is diluted for online usage, including instances related to digital marketing generally and hyperlink usage specifically. Due to such pervasive dilution, even small differences in the services of Applicant’s Mark and the Registered Mark should be sufficient to establish that there is no likelihood of confusion. In the instant case, the differences between Applicant’s services (which have nothing to do with monitoring hyperlinks or tracking devices that access hyperlinks) and the services related to the Registered Mark are clearly sufficient to support a finding of no likelihood of confusion in view of the dilutive nature of “SMARTLINK.”

II. Goods and Services and Channels of Trade

The basic principle in determining confusion between two marks is that marks must be compared in their entireties and must be considered in connection with the particular goods or services for which they are used. *Application of E. I. DuPont DeNemours & Co.*, 476 F.2d 1357, 1361 (C.C.P.A. 1973). A likelihood of confusion does not necessarily exist merely because two marks are similar or even identical. *Local Trademarks, Inc. v. The Handy Boys, Inc.*, 16 U.S.P.Q.2d 1156 (T.T.A.B. 1990). If the goods or services in question are not related or marketed in such a way that they would be encountered by the same persons in situations that would create the incorrect assumption that they originate from the same source, then, even if the marks are identical, confusion is not likely. *See, e.g., Shen Mfg. Co. v. Ritz Hotel Ltd.*, 393 F.3d 1238, 73 U.S.P.Q.2d 1350 (Fed. Cir. 2004) (cooking classes and kitchen textiles not related); *Handy Boys Inc.*, 16 U.S.P.Q.2d 1156 (T.T.A.B. 1990) (LITTLE PLUMBER for liquid drain opener held not confusingly similar to LITTLE PLUMBER and design for advertising services, namely the formulation and preparation of advertising copy and literature in the plumbing field); *Quartz Radiation Corp. v. Comm/Scope Co.*, 1 U.S.P.Q.2d 1668 (T.T.A.B. 1986) (QR for coaxial cable held not confusingly similar to QR for various products (e.g., lamps, tubes) related to the photocopying field).

The Registered Mark’s services include business consulting services, namely, providing information to businesses about the hardware device accessing a hyperlink. Applicant respectfully asserts that the goods and services of the Applicant’s Mark are very different from the goods and services of the Registered Mark. Applicant’s recited services are not concerned with advertising or marketing services but instead are directed toward monitoring roadside billboards for business purposes. Indeed, monitoring roadside billboards for business purposes is not the same as providing marketing information. In addition, nothing in services related to the Registered Mark relates to or involves roadside billboards.

In addition, in the instant case, it is important to understand the impression that the Registered Mark makes on consumers. Consumers of services related to the Registered Mark likely associate the “LINK” in “SMARTLINK” with hyperlinks, as evidenced by the many uses of “SMARTLINK” related to hyperlinks, as described above, and the description of services for the Registered Mark. Roadside billboards, which are typically not user interactive, do not have hyperlinks, and the term “SMARTLINK” therefore has a different meaning in relation to Applicant’s services. Indeed, consumers would understand that monitoring roadside billboards (which exist in the real world) and monitoring hyperlinks (which exist in user-interactive, online environments) are not related. Thus, consumers would not likely associate Applicant’s services with those related to the Registered Mark, particularly in view of the dilution of “SMARTLINK,” as described above, and the sophistication of purchasers, as described below.

III. Sophistication of Purchasers

The discrimination and degree of care by users of the respective services must be considered, along with other relevant factors, and given appropriate weight when determining whether a likelihood of confusion exists. *In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 U.S.P.Q.2d 1687, 1690 (Fed. Cir. 1993). Circumstances suggesting care in purchasing may tend to minimize the likelihood of confusion. *See, e.g., In re N.A.D., Inc.*, 754 F.2d 996, 999-1000, 224 U.S.P.Q. 969, 971 (Fed. Cir. 1985) (concluding that, because only sophisticated purchasers exercising great care would purchase the relevant goods, there would be no likelihood of confusion merely because of the similarity between the marks NARCO and NARKOMED); *In re Homeland Vinyl Prods., Inc.*, 81 U.S.P.Q.2d 1378, 1380, 1383 (T.T.A.B. 2006).

The factor of sophistication of the purchasers also weighs in favor of registration of Applicant’s Mark. Customers who purchase or use Applicant’s services are typically commercial merchants or businessmen interested in advertising goods or services on roadside billboards. These individuals are informed consumers who exercise care in selecting and purchasing roadside billboard monitoring services. Individuals with interest in Applicant’s services are certainly not “impulse” purchases where consumers might be easily confused by slightly similar marks. In addition, the services for the Registered Mark are clearly directed to “businesses,” as recited in the description of services. Therefore, the factor of sophistication of the purchasers weighs in favor of the registrability of Applicant’s Mark.

IV. Conclusion

Considering all of the factors for likelihood of confusion, Applicant respectfully contends that there is no likelihood of confusion between Applicant’s Mark and the Registered Mark. Although both marks contain the term “SMARTLINK,” the goods and services and channels of trade are sufficiently different, and the consumers are sufficiently sophisticated that there is no likelihood of confusion, particularly when the weakness and dilution of the term “SMARTLINK” is appropriately considered.

EVIDENCE SECTION

EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	evi_107726170-20160531174612648040_.Smartlink_Exhibits.PDF
CONVERTED PDF FILE(S) (50 pages)	\\TICRS\EXPORT16\IMAGEOUT16\859\355\85935503\xml16\RFR0002.JPG
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DESCRIPTION OF EVIDENCE FILE	Exhibits A - U.
GOODS AND/OR SERVICES SECTION (current)	
INTERNATIONAL CLASS	035
DESCRIPTION	
Monitoring indoor and outdoor advertisement signs, namely, roadside billboards and physical advertisement signs affixed to retail stores and other structures, for business purposes	
FILING BASIS	Section 1(b)
GOODS AND/OR SERVICES SECTION (proposed)	

INTERNATIONAL CLASS	035
TRACKED TEXT DESCRIPTION	
Monitoring indoor and outdoor advertisement signs, namely, roadside billboards and physical advertisement signs affixed to retail stores and other structures, for business purposes; Monitoring roadside billboards for business purposes	
FINAL DESCRIPTION	Monitoring roadside billboards for business purposes
FILING BASIS	Section 1(b)
SIGNATURE SECTION	
RESPONSE SIGNATURE	/joneholland/
SIGNATORY'S NAME	Jon E. Holland
SIGNATORY'S POSITION	Attorney of Record, AL Bar Member
SIGNATORY'S PHONE NUMBER	256-551-0171
DATE SIGNED	05/31/2016
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	NO
FILING INFORMATION SECTION	
SUBMIT DATE	Tue May 31 17:48:24 EDT 2016
TEAS STAMP	USPTO/RFR-XXX.X.XX.XXX-20 160531174824719564-859355 03-550d11f17e1e719dc8ead6 5e9bf1c736ea21a7b4b725608 f96fc51d7bdccfbda-N/A-N/A -20160531174612648040

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PTO Form 1960 (Rev 10/2011)

OMB No. 0651-0050 (Exp 07/31/2017)

Request for Reconsideration after Final Action

To the Commissioner for Trademarks:

Application serial no. **85935503** SMARTLINK(Standard Characters, see <http://tmng-al.uspto.gov/resting2/api/img/85935503/large>) has been amended as follows:

ARGUMENT(S)

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

NO LIKELIHOOD OF CONFUSION

The Office Action refused registration of Applicant's Mark on the basis of a likelihood of confusion with the following mark (the "Registered Mark"):

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In addition, Heartland Payment Systems, Inc. (hereafter referred to as “Heartland”) has registered the term “SMARTLINK” with respect to services that pertain to database management and the storage of data for use by retail businesses regarding retail transactions. More specifically, the description of services related to “SMARTLINK” reads “(p)latform as a service (PAAS) featuring computer software platforms for use as a spreadsheet, word processing, database management, and electronic storage of data, the foregoing for use by retail businesses for management of payment card processing for retail transactions, energy management, facilities management, inventory management and back office systems management.” See Exhibit G. The software of Heartland appears to integrate with the webpages of retailers to enable payment from customers making purchases through the retailers’ websites, and Heartland advertises that “Heartland has everything you need to start selling online today.” See Exhibit H. It seems that consumers of Heartland might reasonably expect it to track the purchase of retail goods on the Internet and, thus, provide “marketing information” about hardware devices accessing hyperlinks.

MasterCard International, Inc. (hereafter referred to as “MasterCard”) has registered the term “MASTERCARD SMARTLINK” with respect to services that process “consumer information used by corporate purchasing card customers.” More specifically, the description of services related to “MASTERCARD SMARTLINK” reads “computer software for use in integrating corporate purchasing card data and enterprise resource planning systems, software for secure data storage and retrieval and transmission of confidential consumer information used by corporate purchasing card customers, banking and financial institutions; software for use in connection with electronic procurement systems.” See Exhibit I. It seems reasonable to expect that a party providing “consumer information” related to purchasing cards might provide “marketing information” about hardware devices accessing hyperlinks as part of the “consumer information.” In addition, it appears that MasterCard has licensed Smartlink SA to provide a wallet platform. See Exhibit J. Smartlink SA advertises that “We enable mobile commerce transactions.” See Exhibit K. It seems reasonable to expect that such an “enabler” of mobile commerce transactions might provide “marketing information” about hardware devices accessing hyperlinks.

Liquent, Inc. (hereafter referred to as “Liquent”) has registered the term “LIQUENT SMARTLINK” with respect to services that involve electronic “links” that appear to be hyperlinks. More specifically, the description of services related to “LIQUENT SMARTLINK” reads “(c)omputer software used to create and manage *links* between separate PDF and electronic word processing documents stored on user’s computer and used by customers in the life sciences industry.” (Emphasis added). See Exhibit L. It seems reasonable to expect that an entity creating and managing hyperlinks might provide “marketing data” about hardware devices accessing the hyperlinks.

In addition, to the numerous registrations involving “SMARTLINK,” there are numerous common law usages that specifically pertain to the use of “SMARTLINK” with electronic links, such as hyperlinks, or with services that consumers would reasonably expect to be involved with providing “marketing information” about hardware devices accessing hyperlinks, as will be described in more detail below.

As an example, Accompa, Inc. appears to be a software company that apparently uses “SMARTLINK” to refer to a special type of

hyperlink that provides added functionality. In fact, Accompa specifically states that “Smartlinks are just like hyperlinks, with one important difference: They’re dynamically generated based on the data you’re looking at.” See Exhibit M.

Smartlink Internet Marketing (referred to hereafter as “SLM”) provides Internet marketing services, including website development, using the term “SM@RTLINK.” SLM advertises its services as follows: “SmartLink Internet Marketing is a full-service digital marketing agency. As such, we are capable of providing a comprehensive Internet marketing strategy from conception through implementation, **monitoring and reporting.**” (Emphasis added). See Exhibit N. It would be reasonable to expect that such a “full-service digital marketing agency,” which is providing “monitoring and reporting” of Internet marketing strategy, might provide “marketing information” about hardware devices accessing hyperlinks.

Kochava, Inc. (referred to hereafter as “Kochava”) uses the term “SMARTLINK” with respect to services directed to Internet advertisers. Specifically, Kochava appears to provide a service that creates or uses hyperlinks for directing consumers to various sites or destinations. See Exhibit O. As an example, Kochava advertises that its services “(u)se a single link to redirect users across the globe to geo-specific app stores and download locations” and “(d)efine rules that run in the background when a user clicks on their ad.” *Id.* It would be reasonable to expect that such a party might provide “marketing information” about hardware devices accessing the links that are used to redirect users.

SEO Smart Links apparently is a software program that uses the terms “SEO SMART LINKS.” It appears that the program specifically constructs or sets up hyperlinks. In this regard, “SEO Smart Links allows you to set up your own key words and set of matching URLs.” See Exhibit P. It would be reasonable to expect such a program might set up hyperlinks such that information is provided about hardware devices accessing such hyperlinks.

Smart Link Solutions (hereafter referred to as “SLS”) uses the term “SMARTLINK” with respect to “Digital Marketing” services. See Exhibit Q. In this regard, Smart Link Solutions appears to offer website design services, including “pay per click management.” It seems rather evident that the solutions of SLS related to “pay per click management” might provide “marketing information” about hardware devices accessing hyperlinks.

SmartLink Internet Strategies is yet another company that uses the term “SMARTLINK” to provide Internet marketing services. See Exhibit R. The company is described as providing “search engine marketing,” including “pay per click advertising.” It would be reasonable to expect SmartLink Internet Strategies to provide “marketing information” about hardware devices accessing hyperlinks.

Exhibit S shows that the term “SMARTLINK” is used to refer to certain hyperlinks. The document indicates that a “SmartLink URL is a http get request.”

Exhibit T is a document describing operation of a drawing software application, SmartUse. As shown by this document, the software uses objects, referred to as “SmartLinks,” that appear to function as hyperlinks for directing users to certain documents.

The above examples are not exhaustive of the many uses of “SMARTLINK” but rather are illustrative of several uses that are directly related to services associated with the Registered Mark. The sheer number of marks relevant to online uses of “SMARTLINK” and uses of “SMARTLINK” suggesting a connection with hyperlinks makes it impractical to find and provide evidence of each such use. Indeed, as mentioned above, there are over 400,000 hits in performing a Google search of the term “SMARTLINK.” Because the name “SMARTLINK” shares the phrase “LINK” with “hyperlink,” it stands to reason that many of the over 400,000 hits in the Google search pertain to the use of the term “SMARTLINK” in connection with hyperlinks and Internet marketing, as evidenced by the examples specifically discussed above.

In any event, the above examples make it clear that the term “SMARTLINK” is used pervasively online, including applications that pertain to Internet marketing and hyperlinks, in particular. However, the Examiner has not provided a single instance of the term “SMARTLINK” being used with the type of advertising at issue for Applicant’s mark, namely “roadside billboards.” Moreover, Applicant’s services and roadside billboards, in particular, have nothing to do whatsoever with monitoring hyperlinks or tracking devices that access hyperlinks. Further, the roadside billboards being monitored in Applicant’s services do not exist in an online environment, which is the area of focus of the services related to the Registered Mark. The owner of the Registered Mark narrowed its description of services to providing “marketing information” about hyperlinks, and expanding the scope of the Registered Mark to encompass monitoring real-world objects, like roadside billboards, as the Examiner is apparently attempting to do, ignores the degree to which the term “SMARTLINK” is diluted for online usage, including instances related to digital marketing generally and hyperlink usage specifically. Due to such pervasive dilution, even small differences in the services of Applicant’s Mark and the Registered Mark should be sufficient to establish that there is no likelihood of confusion. In the instant case, the differences between Applicant’s services (which have nothing to do with monitoring hyperlinks or tracking devices that access hyperlinks) and the services related to the Registered Mark are clearly sufficient to support a finding of no likelihood of confusion in view of the dilutive nature of “SMARTLINK.”

II. Goods and Services and Channels of Trade

The basic principle in determining confusion between two marks is that marks must be compared in their entireties and must be considered in connection with the particular goods or services for which they are used. *Application of E. I. DuPont DeNemours & Co.*, 476 F.2d 1357, 1361 (C.C.P.A. 1973). A likelihood of confusion does not necessarily exist merely because two marks are similar or even identical. *Local Trademarks, Inc. v. The Handy Boys, Inc.*, 16 U.S.P.Q.2d 1156 (T.T.A.B. 1990). If the goods or services in question are not related or marketed in such a way that they would be encountered by the same persons in situations that would create the incorrect assumption that they originate from the same source, then, even if the marks are identical, confusion is not likely. *See, e.g., Shen Mfg. Co. v. Ritz Hotel Ltd.*, 393 F.3d 1238, 73 U.S.P.Q.2d 1350 (Fed. Cir. 2004) (cooking classes and kitchen textiles not related); *Handy Boys Inc.*, 16 U.S.P.Q.2d 1156 (T.T.A.B. 1990) (LITTLE PLUMBER for liquid drain opener held not confusingly similar to LITTLE PLUMBER and design for advertising services, namely the formulation and preparation of advertising copy and literature in the plumbing field); *Quartz Radiation Corp. v. Comm/Scope Co.*, 1 U.S.P.Q.2d 1668 (T.T.A.B. 1986) (QR for coaxial cable held not confusingly similar to QR for various products (e.g., lamps, tubes) related to the photocopying field).

The Registered Mark's services include business consulting services, namely, providing information to businesses about the hardware device accessing a hyperlink. Applicant respectfully asserts that the goods and services of the Applicant's Mark are very different from the goods and services of the Registered Mark. Applicant's recited services are not concerned with advertising or marketing services but instead are directed toward monitoring roadside billboards for business purposes. Indeed, monitoring roadside billboards for business purposes is not the same as providing marketing information. In addition, nothing in services related to the Registered Mark relates to or involves roadside billboards.

In addition, in the instant case, it is important to understand the impression that the Registered Mark makes on consumers. Consumers of services related to the Registered Mark likely associate the "LINK" in "SMARTLINK" with hyperlinks, as evidenced by the many uses of "SMARTLINK" related to hyperlinks, as described above, and the description of services for the Registered Mark. Roadside billboards, which are typically not user interactive, do not have hyperlinks, and the term "SMARTLINK" therefore has a different meaning in relation to Applicant's services. Indeed, consumers would understand that monitoring roadside billboards (which exist in the real world) and monitoring hyperlinks (which exist in user-interactive, online environments) are not related. Thus, consumers would not likely associate Applicant's services with those related to the Registered Mark, particularly in view of the dilution of "SMARTLINK," as described above, and the sophistication of purchasers, as described below.

III. Sophistication of Purchasers

The discrimination and degree of care by users of the respective services must be considered, along with other relevant factors, and given appropriate weight when determining whether a likelihood of confusion exists. *In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 U.S.P.Q.2d 1687, 1690 (Fed. Cir. 1993). Circumstances suggesting care in purchasing may tend to minimize the likelihood of confusion. *See, e.g., In re N.A.D., Inc.*, 754 F.2d 996, 999-1000, 224 U.S.P.Q. 969, 971 (Fed. Cir. 1985) (concluding that, because only sophisticated purchasers exercising great care would purchase the relevant goods, there would be no likelihood of confusion merely because of the similarity between the marks NARCO and NARKOMED); *In re Homeland Vinyl Prods., Inc.*, 81 U.S.P.Q.2d 1378, 1380, 1383 (T.T.A.B. 2006).

The factor of sophistication of the purchasers also weighs in favor of registration of Applicant's Mark. Customers who purchase or use Applicant's services are typically commercial merchants or businessmen interested in advertising goods or services on roadside billboards. These individuals are informed consumers who exercise care in selecting and purchasing roadside billboard monitoring services. Individuals with interest in Applicant's services are certainly not "impulse" purchases where consumers might be easily confused by slightly similar marks. In addition, the services for the Registered Mark are clearly directed to "businesses," as recited in the description of services. Therefore, the factor of sophistication of the purchasers weighs in favor of the registrability of Applicant's Mark.

IV. Conclusion

Considering all of the factors for likelihood of confusion, Applicant respectfully contends that there is no likelihood of confusion between Applicant's Mark and the Registered Mark. Although both marks contain the term "SMARTLINK," the goods and services and channels of trade are sufficiently different, and the consumers are sufficiently sophisticated that there is no likelihood of confusion, particularly when the weakness and dilution of the term "SMARTLINK" is appropriately considered.

EVIDENCE

Evidence in the nature of Exhibits A - U. has been attached.

Original PDF file:

[evi_107726170-20160531174612648040_. Smartlink Exhibits.PDF](#)

Converted PDF file(s) (50 pages)

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CLASSIFICATION AND LISTING OF GOODS/SERVICES

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

Current: Class 035 for Monitoring indoor and outdoor advertisement signs, namely, roadside billboards and physical advertisement signs affixed to retail stores and other structures, for business purposes

Original Filing Basis:

Filing Basis: Section 1(b), Intent to Use: *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. ***For a collective trademark, collective service mark, or collective membership mark application:*** As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. ***For a certification mark application:*** As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

Proposed:

Tracked Text Description: ~~Monitoring indoor and outdoor advertisement signs, namely, roadside billboards and physical advertisement signs affixed to retail stores and other structures, for business purposes;~~ [Monitoring roadside billboards for business purposes](#)

Class 035 for Monitoring roadside billboards for business purposes

Filing Basis: Section 1(b), Intent to Use: *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. ***For a***

collective trademark, collective service mark, or collective membership mark application: As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. **For a certification mark application:** As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /joneholland/ Date: 05/31/2016

Signatory's Name: Jon E. Holland

Signatory's Position: Attorney of Record, AL Bar Member

Signatory's Phone Number: 256-551-0171

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 owner's/holder'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 owner/holder in this matter: (1) the owner/holder 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 owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder'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: 85935503

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6	86257614		SMARTLINK ENGINEERING	TSDR	LIVE
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8	86494510		LD SMARTLINK	TSDR	LIVE
9	86568189	4844913	SMARTLINKS	TSDR	LIVE
10	86690346		ENA SMARTLINK	TSDR	LIVE
11	86257674	4662598	SMARTLINK STAFFING	TSDR	LIVE
12	86135207		SMARTLINK	TSDR	DEAD
13	86091761	4577631	SMARTLINK	TSDR	LIVE
14	85707753	4615802	SMARTLINK	TSDR	LIVE
15	85305137	4082874	SMARTLINKS BUILD. PLAY. REPEAT.	TSDR	LIVE
16	85303849	4090156	SMARTLINKS	TSDR	LIVE
17	85935503		SMARTLINK	TSDR	LIVE
18	85725408	4345951	SMARTLINK	TSDR	LIVE
19	85845874	4782364	SMARTLINK	TSDR	LIVE
20	85462003		SMARTLINK	TSDR	DEAD
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22	85410161	4269159	SMARTLINKS	TSDR	LIVE

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37	78742638	3372908	SMARTLINK BRIDGE	TSDR	DEAD
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47	78201151		SMARTLINK	TSDR	DEAD
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63	77474723	3667563	SMARTLINK	TSDR	LIVE
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84	75721779		SMARTLINK	TSDR	DEAD
85	75709152	2458225	SMARTLINK GETTING YOU THERE SAFELY	TSDR	LIVE
86	75709150	2458224	SMARTLINK	TSDR	LIVE
87	75516205	2290060	SMARTLINK	TSDR	DEAD
88	75411190		MASHOV TELECOM SMARTLINK	TSDR	DEAD
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104	74312340		GLOBAL*SMARTLINK "QUALITY YOU CAN COUNT ON!"	TSDR	DEAD
105	74289813	1834520	SMARTLINK	TSDR	DEAD
106	73622486		SMARTLINK	TSDR	DEAD
107	73593659	1550605	SMARTLINK	TSDR	DEAD

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Refine Search

Current Search: S2: (live)[LD] AND (smartlink)[COMB] docs: 48 occ: 145

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	86873146		SMARTLINK	TSDR	LIVE
2	86081060	4679661	SMARTLINK	TSDR	LIVE
3	86261286	4923372	SMARTLINK SERVICES	TSDR	LIVE
4	86310852		E SMARTLINK	TSDR	LIVE
5	86257614		SMARTLINK ENGINEERING	TSDR	LIVE
6	86561748	4852803	SMARTLINK	TSDR	LIVE
7	86494510		LD SMARTLINK	TSDR	LIVE
8	86568189	4844913	SMARTLINKS	TSDR	LIVE
9	86690346		ENA SMARTLINK	TSDR	LIVE
10	86257674	4662598	SMARTLINK STAFFING	TSDR	LIVE
11	86091761	4577631	SMARTLINK	TSDR	LIVE
12	85707753	4615802	SMARTLINK	TSDR	LIVE
13	85305137	4082874	SMARTLINKS BUILD. PLAY. REPEAT.	TSDR	LIVE
14	85303849	4090156	SMARTLINKS	TSDR	LIVE
15	85935503		SMARTLINK	TSDR	LIVE
16	85725408	4345951	SMARTLINK	TSDR	LIVE
17	85845874	4782364	SMARTLINK	TSDR	LIVE
18	85355495	4096125	SMARTLINK	TSDR	LIVE
19	85410161	4269159	SMARTLINKS	TSDR	LIVE
20	85935496		SMARTLINK	TSDR	LIVE
21	85935478		SMARTLINK	TSDR	LIVE
22	85619602	4257698	SMARTLINK	TSDR	LIVE

23	85269402	4129722	SMARTLINK	TSDR	LIVE
24	85183307	4339138	GEAR4 SMARTLINK	TSDR	LIVE
25	85179130	4366630	SMARTLINK	TSDR	LIVE
26	78786702	3168677	SMARTLINK	TSDR	LIVE
27	78776652	3645005	SMARTLINK	TSDR	LIVE
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29	78351849	2928863	SMARTLINK	TSDR	LIVE
30	78067343	3189792	MASTERCARD SMARTLINK	TSDR	LIVE
31	77600288	3720879	SMARTLINK	TSDR	LIVE
32	77686059	3770103	SMARTLINK	TSDR	LIVE
33	77536332	3656895	SMARTLINK	TSDR	LIVE
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35	77764954	3906258	LIQUENT SMARTLINK	TSDR	LIVE
36	77743966	3918487	SMARTLINK	TSDR	LIVE
37	77109471	3554678	SMARTLINK	TSDR	LIVE
38	77474723	3667563	SMARTLINK	TSDR	LIVE
39	77368668	3487998	SMARTLINK	TSDR	LIVE
40	77345870	3603708	SMARTLINK	TSDR	LIVE
41	77439190	3793741	SMARTLINK	TSDR	LIVE
42	76591476	3118713	PCD SMARTLINK	TSDR	LIVE
43	76320534	2765156	SMARTLINK	TSDR	LIVE
44	76274463	3402195	SMARTLINK	TSDR	LIVE
45	76145064	2650319	CSG SMARTLINK	TSDR	LIVE
46	75709152	2458225	SMARTLINK GETTING YOU THERE SAFELY	TSDR	LIVE
47	75709150	2458224	SMARTLINK	TSDR	LIVE
48	74245830	1834914	SMARTLINK	TSDR	LIVE

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Word Mark	PCD SMARTLINK
Goods and Services	IC 035. US 100 101 102. G & S: providing an on-line computer database containing marketing information in the field of subscription and membership fulfillment. FIRST USE: 20050520. FIRST USE IN COMMERCE: 20050520
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	26.01.12 - Circles with bars, bands and lines 26.01.21 - Circles that are totally or partially shaded.
Serial Number	76591476
Filing Date	May 10, 2004
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	May 2, 2006
Registration Number	3118713
Registration Date	July 25, 2006
Owner	(REGISTRANT) Palm Coast Data LLC LIMITED LIABILITY COMPANY DELAWARE 11 Commerce Blvd. Palm Coast FLORIDA 32164
Assignment Recorded	ASSIGNMENT RECORDED DAVID A BEALE

Attorney of Record

Description of Mark The colors black, orange and white are claimed as a feature of the mark. The mark consists of the words PCD SMARTLINK in black and an orange globe design with white horizontal lines.

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

Live/Dead Indicator LIVE

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Palm Coast Data offers a variety of actionable and analytical data sets and reports that ensure you remain current on critical business-development initiatives.

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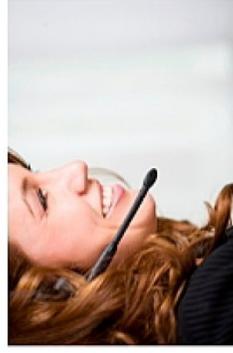
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Our Solutions



Next-generation technologies supported by traditional fulfillment functions drive ongoing interaction with your markets – for regional or national publishers and media companies; nonprofit and member-based associations; and other industries. End-to-end solutions include ecommerce; transaction processing; direct mail; customer service; and more.



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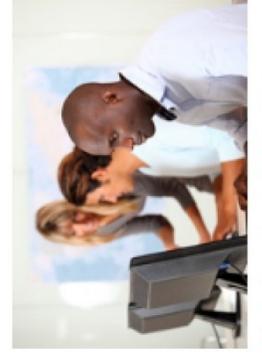
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Specialized solutions help grow and service a base of supporters who engage - and help deliver - upon the organizational mission.

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The image is a screenshot of a web portal page. The background is a light blue gradient with vertical stripes on the left side. The word "Portal" is centered at the top in a white, italicized font. Below it, there are three sections, each with a blue underlined link on the left and a text description on the right. The first section is "SmartLink™", the second is "InPrint", and the third is "WebProof". In the bottom right corner, there is a logo for "palm coast DATA" with a stylized blue bar graphic to the left of the text.

Portal

[SmartLink™](#) SmartLink™ gives you access to your subscription data, with minimal data input and manipulation. With SmartLink™, you can obtain profit and loss (P&L), as well as budget versus actual analysis, explore point-in-time comparisons, execute queries, and export results to other applications.

[InPrint](#) PCD InPrint is an online reporting tool that will help you manage your targeted messaging and campaigns.

[WebProof](#) WebProof2 is a web-based proofing and approval system for dynamic, variable documents.

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SMARTLINK

Word Mark SMARTLINK

Goods and Services IC 042. US 100 101. G & S: Platform as a service (PAAS) featuring **computer** software platforms for use as a spreadsheet, word processing, database management, and electronic storage of data, the foregoing for use by retail businesses for management of payment card processing for retail transactions, energy management, facilities management, inventory management and back office systems management. FIRST USE: 20100209. FIRST USE IN COMMERCE: 20100209

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86081060

Filing Date October 2, 2013

Current Basis 1A

Original Filing Basis 1B

Published for Opposition April 8, 2014

Registration Number 4679661

Registration Date January 27, 2015

Owner (REGISTRANT) Heartland Payment Systems, Inc. CORPORATION DELAWARE 90 Nassau Street Princeton NEW JERSEY 08542

Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Beth M. Goldman
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Go beyond brick and mortar

e-Commerce sales are slated to top \$334 billion this year and hit \$480 billion by 2019 (Forrester Research). Now is the time to get your share of this booming market.

We do not share, sell, rent or trade personally identifiable information with third parties. [View our Privacy Policy.](#)

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11

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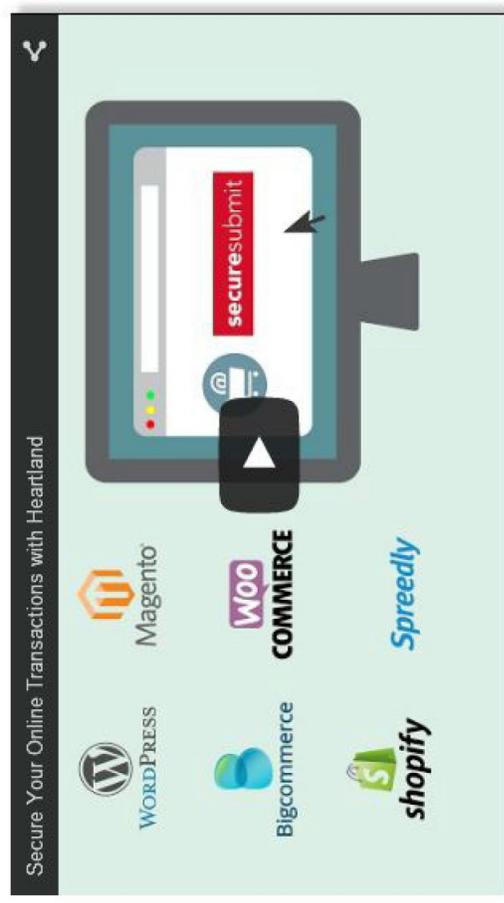
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Integrate Payments into Your Website

Start accepting credit cards online today with SecureSubmit—Heartland's safe, transparent solution designed to increase shopper conversions, encourage repeat purchases and minimize the total cost of payment acceptance. Plus, we offer a customizable reporting tool and dedicated department to resolve disputes.

Heartland has everything you need to start selling online today.

[Contact Sales](#)





SecureSubmit

SecureSubmit is a simple-to-integrate jQuery plugin that requires minimal initialization code. It works with all major browsers and gives you the option to refine the payment submission process through multiple configurations.



Plug-and-Play Installation

Plug-and-play installation makes it a snap to integrate with dozens of website and e-Commerce platforms such as WooCommerce, Magento, WordPress and more.



PCI Security Standards

SecureSubmit meets the Payment Card Industry (PCI) security standards designed to protect your customers' cardholder data.



Reduce a Merchant's PCI Scope

SecureSubmit helps reduce a merchant's PCI scope since payment data does not enter their network. Additionally, because our tokenization service removes sensitive data from the customer's application, it eliminates redirects from the merchant's website.



Single and Multi-Use Tokenization

We provide single-use (valid for 30 minutes from the time of issuance) and multi-use tokens. Businesses also have the ability to store both types of tokens on their servers.



How SecureSubmit Tokenization Works

1. Customers visit your site and make a purchase.
2. They enter their encrypted card data, which is sent securely to Heartland without touching your servers.
3. We quickly and securely process the transaction and assign a payment token that can't be decrypted.
4. The token is approved and returned without card data ever being transmitted.

Create an Online Store

Reach your customers beyond your four walls with an online store. Short on time? Heartland has partners who can help you develop an authentic online shopping experience for your customers in minimal time.

[Start Now](#)

Features include:

- Domain Name**
Get a secure, unique domain name from us, or use one you already own.
- Mobile-Optimized**
Websites are accessible from any mobile device, creating convenient shopping for your customers. This will also increase online hits, maintaining your site's Google Search rankings.
- Simple Point-and-Click Product Upload Wizard**
Easily import all of your products at once—or add them in one at a time.
- Design Templates/Customization**
Design a site that's uniquely yours.
- Abandoned Cart Saver**
Automatically remind customers to complete abandoned purchases.
- Point-and-Click, In-Browser Editing**
Add or edit content anytime using modifiable HTML/CSS files.



Secure Shopping Cart

Securely collect purchases, shipping addresses and payment information.



Email Confirmations/Notifications

Keep your customers in the loop with details about purchases, declines and shipments.



Online Marketing Tools

Help drive potential customers to your site and keep them coming back for more.



Search Engine Dominance

Everything you need to get high rankings on major search engines including Google and Bing.



Several Pricing Plans Available

We offer different plans and options to fit your needs and your budget.



PCI-Compliant Gateway

Our storefront meets the Payment Card Industry (PCI) security standards designed to protect your customers' cardholder data.



QuickBooks Integration

Share your data with all editions of QuickBooks to help you easily manage your finances.



24/7 U.S.-Based Live Support

Timely and helpful, we answer your calls within seconds.



H-5

Portico Virtual Terminal

Use your Internet-connected PC or device to process credit, debit and prepaid commercial cards quickly and securely. Portico provides an inexpensive way for you to accept payments and replaces stand-alone payment terminals that require dedicated phone lines. Portico can be used to process card-present and card-not-present transactions, and meets the PCI security standards designed to protect your customers' data.

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Typed Drawing

Word Mark MASTERCARD SMARTLINK
Goods and Services IC 009. US 021 023 026 036 038. G & S: **computer** software for use in integrating corporate purchasing card data and enterprise resource planning systems, software for secure data storage and retrieval and transmission of confidential consumer information used by corporate purchasing card customers, banking and financial institutions; software for use in connection with electronic procurement systems. FIRST USE: 20010514. FIRST USE IN COMMERCE: 20010514

Mark Drawing Code (1) TYPED DRAWING

Serial Number 78067343
Filing Date June 5, 2001
Current Basis 1A
Original Filing Basis 1B
Published for Opposition July 16, 2002
Registration Number 3189792
Registration Date December 26, 2006

Owner (REGISTRANT) MasterCard International Incorporated CORPORATION DELAWARE 2000 Purchase Street Purchase NEW YORK 105772509

Attorney of Record Colm J. Dobbyn

Prior Registrations 1186117;1292519;1365901;1547662;1604606;1691897;1696470;1738276;1814279;1855355;1858841;1865944;1877957;1890786;1902418;1936501;1978005;2007156;2056942;2077221;2103833;2127818;2151140;2168736;2188437;2212340;2212783;2213329;2224601;2226629;2229616;2235742;2236542;2247230;2259941;2278030;2287499;2294060;2297299;2300436;2301797;2302729;2317875;2321914;2336702;2348129;2360694;2378042;2378700;2389431;2396999;2400578;2428192;2432066;2456618;2456619;2471938;2474427;AND OTHERS

Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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MasterCard and Smartlink SA Sign a MasterPass Reseller License Agreement

Providing a simple, convenient and trusted digital platform for faster and safe shopping

To tweet this news, copy and paste <http://news.mstr.cd/12m4lgl> to your Twitter handle with the hashtag #MasterPass

Waterloo, Geneva – December 10, 2014 – MasterCard today announced that it has granted Smartlink SA a license to host and offer a white label version of the MasterPass™ wallet to its customers.

Smartlink SA operates a wallet platform that allows European financial institutions and merchants to build their individual personalized applications.

Besides offering its customers innovative and enhanced mobile wallet services for payment solutions in line with market trends, Smartlink is now able to enrich its services with the MasterPass technology. The services include new checkout capabilities, enabling the completion of a transaction in a matter of few clicks. Smartlink will introduce MasterPass to MasterCard issuers, with a primary focus in Switzerland and France, which supports accelerating the growth and acceptance of MasterPass in Europe.

“MasterPass helps merchants increase sales by giving consumers a fast, simple and secure checkout experience” said Eric La Marca, Managing Director of Smartlink SA. “Our mobile wallet solution extends our merchants’ business to their consumer’s mobile phones, brings added value services and creates new revenue streams. We are pleased to offer the MasterPass technology, and look forward to continuing to work with MasterCard and their partners to further enhance our solution.”

Today’s shoppers want simpler and secure shopping experiences. With MasterPass, consumers can securely store MasterCard and other branded credit, debit and prepaid card information, along with shipping addresses, all in one place, so that they can be easily accessed during checkout. MasterPass is currently available in Australia, Canada, China, Czech Republic, France, Italy, New Zealand, Poland, Romania, Russia, Singapore, South Africa, Taiwan, the United Kingdom and the United States. When shopping at any one of the over 60,000 online merchants around the world that offer the option to pay with MasterPass, shoppers simply click ‘Buy with MasterPass’ at the check-out.

About Smartlink

Smartlink SA, www.smartlink.ch, is a Value Added Reseller (VAR) of its white-label mobile wallet solution and wallet server. Smartlink has developed many services including SmartScan, SmartLoad and SmartVerify to easily scan physical cards into the mobile wallet and convert them into tokens using HCE. Smartlink operates a Mobile Transaction Platform (MTP) and its operations are PCI-DSS & AML compliant. Smartlink is under FINMA Supervision and Licensed as a mobile money institution.

About MasterCard

MasterCard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MasterCardNews](https://twitter.com/MasterCardNews), join the discussion on the [Cashless Pioneers Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

For further information please contact:

@Smartlink: Waqar Qureshi, waqar.qureshi@smartlink.ch

@MasterCard: Corinne Raes, corinne_raes@mastercard.com – +32 2 352 5237

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WIN SECURE
the smart ID. API.
SECURE. SCALABLE. USER-FRIENDLY.

Smartlink will present
an innovative payment solution
at the 2016 Omniseure conference

EXHIBIT K

K-1

Making Payments Mobile

We are a Mobile Wallet Service Provider, providing white label Mobile Transaction Platform solutions and range of mobile wallet applications for Value-added and Location-based services. We provide a scalable, robust and user-friendly platform for conducting secure transactions in physical, virtual and proximity environments, such as mobile banking, money transfer, card issuance, bill payments, mobile recharge, e-wallet, person-to-person transactions, ticketing, proximity transactions (NFC, QR/Bar Code), and more.





Bring your business to mobile



Remittances

Mobile Remittance is the future of remittance services. Smartlink provides a range of solutions targeting the compliance issues faced by remittance organisations, with a focus on streamlining the KYC and sign-up processes and connecting the user directly to the remittance service in a multi-channel model.



Payment

Mobile Payments are the core of the Smartlink service offering, and we offer solutions based on MasterPass, Virtual Cards, and e-Wallet services among a range of Top-up and Voucher services designed to cater for Prepaid and Credit card transactions from the mobile to support all payment models, in store and online.



Banking

Smartlink offers a range of services for the Banking sector to provide Banking Customers with access to their accounts and information. Based on a highly-evolved PCI-DSS & AML compliant platform with a wide variety of VAS offerings Smartlink is also authorised by FINMA and Licensed as a mobile money institution.

Our services



SMARTLINK
Engineering Today's Mobile Wallets

We enable mobile commerce transactions over a single, highly secure Mobile Transaction Platform (MTP), that is technology agnostic and which works on all mobile devices and networks (GPRS/3G). Our solution is composed of a Mobile Wallet Application (m-Wallet), and a robust multi-tenant Wallet Server & Development Toolkit. The MTP supports advanced capabilities such as NFC, QR/Barcode, Cloud/Remote Transactions and more. Smartlinks fully integrated platform can be connected to any bank, card issuer, processor, service aggregator and merchant back-end system, enabling various financial and non-financial services, directly to your customers mobile devices. These include:

Solutions Portfolio News Contact Team

- All
- Banks & Credit card issuers
- Custom
- eGov
- Money remittance companies
- Telco companies



SMARTLOAD
Telco companies



SMARTTOKEN
Banks & Credit card issuers, Money remittance companies



SMARTTICKETING
Custom, eGov



SMARTSCAN
Banks & Credit card issuers, Money remittance companies



SMARTREMIT
Money remittance companies



SMARTPAY
Banks & Credit card issuers, Money remittance companies



SMARTREMIT
Money remittance companies



SMARTORDERING
Telco companies



SMARTLOYALTY
Banks & Credit card issuers, Custom



MASTERPASS
Banks & Credit card issuers, Custom, Money remittance companies



SMARTACCESS
Custom



SMARTBANKING
Banks & Credit card issuers



SMARTCONTROL
Banks & Credit card issuers, Money remittance companies





SMARTID

Banks & Credit card issuers, Custom, eGov, Money remittance companies, Telco companies



SMARTTOPUP

Telco companies



Name (required)

Email (required)

Phone Number

Website

Mobile Wallet Requirements

Market Segment

Use Cases

Subject

Your Message



SMARTLINK®
Engineering Today's Mobile Wallets

3 Z E Y

Send



Management

K-8



Eric La Marca
CHIEF EXECUTIVE OFFICER



Samuel Johnson
CHIEF TECHNOLOGY OFFICER



Vincent Roye
PRODUCT OWNER



Xavier Eusebio
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NEXT LIST FIRST DOC PREV DOC NEXT DOC LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start List At: OR Jump to record: Record 24 out of 43

TSDR ASSIGN Status TTAB Status (Use the "Back" button of the Internet Browser to return to TESS)

LIQUENT SMARTLINK

Word Mark LIQUENT SMARTLINK

Goods and Services IC 009. US 021 023 026 036 038. G & S: **Computer** software used to create and manage links between separate PDF and electronic word processing documents stored on user's **computer** and used by customers in the life sciences industry. FIRST USE: 20070228. FIRST USE IN COMMERCE: 20070228

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 77764954

Filing Date June 22, 2009

Current Basis 1A

Original Filing Basis 1A

Published for Opposition November 2, 2010

Registration Number 3906258

Registration Date January 18, 2011

Owner (REGISTRANT) Liquent Inc. CORPORATION DELAWARE Suite 200 101 Gibraltar Road
Horsham PENNSYLVANIA 19808
ASSIGNMENT RECORDED

Assignment Recorded
Attorney of Record D. Peter Harvey
Prior Registrations 2646889;2769112;2846058;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

TESS HOME	NEW USER	STRUCTURED	FREE FORM	BROWSE DICT	SEARCH OG	TOP	HELP	PREV LIST	CURR LIST
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[Home](#) > [Setting up Integration & API](#) > What are SmartLinks, and how do they work?

What are SmartLinks, and how do they work?

[Print This](#)

SmartLinks is a feature in Accompa that helps you to integrate Accompa to third-party software tools as well as your in-house applications.

SmartLinks are just like hyperlinks, with one important difference: They're dynamically generated based on the data you're looking at.

For example, you can create a SmartLink for your Requirement Details page by entering the following value into the "Destination URL" field of "Add SmartLink" page:

- <http://www.YourBugTracker.com/bugs?requirementID=N>

After you create this SmartLink - whenever you visit the [Requirement Details page](#) of a requirement, "N" in the SmartLink example shown above will be dynamically replaced by the ID of the requirement you're viewing. You can use this SmartLink to view a list of all the bugs in your bugtracker related to the requirement you're viewing.

You can dynamically include any data related to your requirements, features, or use cases within your SmartLinks. You can also include data related to the currently logged-in user within your SmartLinks.

You can setup SmartLinks to appear in any of the following pages: Requirement Details Page, Feature Details Page, Use Case Details Page.

You may also be interested in...

- [How do I create a SmartLink?](#)

Search Online Help

Top-5 Articles

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Internet Marketing Strategy

Our Approach

SmartLink Internet Marketing is a full-service digital marketing agency. As such, we are capable of providing a comprehensive Internet marketing strategy from conception through implementation, monitoring and reporting. We have a number of philosophies we adhere to when working with you in order to ensure that we meet and exceed your expectations.

First and foremost, we don't use boilerplate strategies. Our experience and expertise enable us to uniquely evaluate each client's marketing needs and set ambitious, yet achievable, goals. We work closely with our clients in order to formulate strategies within the context of important factors such as timeframes and budgets. Our strategies aim to maximize marketing ROI and by taking a unique approach to each challenge we're able to custom-tailor a strategy that fits any client, any goal and any budget. No two businesses are exactly the same so no two marketing strategies should be either. Your unique set of circumstances is extremely important to us and our work. We pride ourselves in being thorough so that we can achieve the best possible results.

Complete transparency and accountability are keys to our company's business philosophy, and set us apart from other agencies. Every step of the way our clients have access to detailed reports, in-depth quantitative analytics and other tools that provide valuable data. In addition, these deliverables are spelled out before we begin so that our clients know exactly what to expect and understand why the information we're providing is important to measuring results. Our clients can closely monitor their marketing progress with this data as they essentially act as a report card for everything we do. Finally, all clients have an account manager who will be available to answer any questions they have and provide any data they require. Many other digital marketing agencies obscure their results but we'll always strive to make sure you have a thorough understanding of the data at your fingertips.

How we provide exceptional internet marketing:

- **Website Discovery/Online Audit** Our Internet marketing strategies start with a thorough audit of your existing online presence. This is integral in the formulation of an effective strategy to turn targeted online consumers into customers.
- **Custom Proposals** We understand that each business is unique, with its own unique set of circumstances and goals. Every proposal we put together is therefore custom tailored to each client.
- **Goal Driven Strategies** We will always define marketing goals, and evaluate your goals, before we develop any strategy. We work closely with our clients to make sure our strategy will maximize their ROI and accomplish their goals.

Give SmartLink a call today 561-688-8155

effective strategy to turn targeted online consumers into customers.

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- **Goal Driven Strategies** We will always define marketing goals, and evaluate your goals, before we develop any strategy. We work closely with our clients to make sure our strategy will maximize their ROI and accomplish their goals.
- **Keyword & Competitor Research** Strong research is the foundation of any effective marketing strategy. We are diligent in our research by using empirical data to drive our marketing efforts.
- **Reporting & Accountability** Defining the appropriate measurement data metrics and making that data available to our clients provides accountability for everything we do. We make sure that measurements of our progress are always at your fingertips.

SmartLink INTERNET MARKETING

SmartLink's expertise lies in helping our clients make successful connections with their customers online. We make everything simple to navigate, understand and implement. As marketers ourselves, we know what you are trying to accomplish, and we plan the steps that will take you there. By spending the time to learn about your audience and how your audience looks for products and services, we gain insight that is used to develop campaigns that will reach your audience at the right time and in the right places. We ensure that you show up when your prospective client is actively searching online for your products and services.

RECENT POSTS

Content is King.....And It's Your Move

Making a List and Checking it Twice, Gonna Find Out Who's Reviews Are Nice

Black Friday Goes Mobile

"See You At The Top" Search Engine Marketing

Surviving Mobilegeddon

Your Name

Email

Phone

How Can We Help You?

Are You Human

F D 8 C

SEND

Or call us today 561-688-8155



SmartLink

SmartLink enables advertisers to harness the power of internal marketing and social influencers without sacrificing user experience. A single SmartLink will dynamically direct users to the best possible experience based on a broad range of criteria such as device platform, operating system version and location.

O-1

With SmartLink, Kochava customers can...

- Create a single link for off-network marketing (email, SMS, company website, social) enabling users from different mobile platforms to reach the right app store and download destination based on their device.
- Use a single link to redirect users across the globe to geo-specific app stores and download locations.
- Create conditions to offer users the best possible experience based on the operating system version running on their device.





- Phone
- Region:
 - Country
 - City

Deep Segmentation

Define rules that run in the background when a user clicks on their ad. These can include device operating system version conditions, redirecting customers to geo-specific app stores, or creating a single link for off-network marketing (email, SMS, company website, or social, for example).

Auto-direct users from all possible campaign types including social, email, SMS, and search to custom destinations.

For example, if you have an iOS app that will not run on pre-iPhone 5 devices, you can create a mobile web destination for devices matching that description so that you can message users that they need to update their device to use your app.

Filters	Condition	Values
Device > Platform	Matches	iOS
AND		
Device > Type	Matches	iPhone + X
AND		
Device > OS Version	Equal or Greater	X6.0 + X
AND		
Geo > Country	Matches	XUnited States + X

Easy Access For Everyone!

Enable a seamless and accurate experience, as users from different mobile platforms are automatically redirected to correct app store or download destination.



Get Started Today

Learn More

Start Now

O-3

Company

- Careers
 - Android Developer
 - Associate Database Administrator
 - Content Marketing Specialist
 - DevOps Engineer

The Kochava Difference

- Analytics
- Configurable Attribution
- Dedicated Account Management
- Fast & Reliable
- Fraud Detection

Welcome to Kochava

- Contact
- Propaganda
- Sign Up
- Privacy Policy
- Support

SEO Smart Links provides automatic SEO benefits for your site in addition to custom keyword lists, nofollow and much more.

Download Version 3.0.1

- Description
- Installation
- FAQ
- Screenshots
- Other Notes
- Changelog
- Stats
- Support
- Reviews
- Developers

SEO Smart Links provides automatic SEO benefits for your site in addition to custom keyword lists, nofollow and much more.

SEO Smart Links can automatically link keywords and phrases in your posts and comments with corresponding posts, pages, categories and tags on your blog.

Further SEO Smart links allows you to set up your own keywords and set of matching URLs. Finally SEO Smart links allows you to set nofollow attribute and open links in new window.

It is a perfect solution to get your blog posts interlinked or add affiliate links to other sites.

Everything happens completely transparent, and you can edit the options from the administration settings panel.

SEO Smart Links Premium is now available with premium support and new features.

Tags: affiliate, automatic, comments, google, links, Post, posts, seo

Requires: 2.3 or higher
Compatible up to: 4.1.11
Last Updated: 1 year ago
Active Installs: 100,000+

Ratings



2.8 out of 5 stars

5 stars	10
4 stars	2
3 stars	0
2 stars	0
1 star	13

Author



Vladimir Prelovac
29 plugins

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Support

0 of 1 support threads in the last two months have been marked resolved.

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Translations

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Compatibility

WordPress ▼

+ Plugin ▼

= Not enough data

0 people say it works.
 0 people say it's broken.
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Digital Marketing

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Microsoft **adCenter**

What's Your SEO Score?

Enter any webpage or website URL and see how optimized it is for your targeted key phrase.

Web Services

[Search Engine Optimization \(SEO\)](#)

Top organic search engine rankings don't come from just any old fortune cookie, ya' know? Smart Link Solutions is committed to achieving top search engine rankings for targeted keywords that drive potential customers to your website before they find the competition. Let us increase your company's natural search engine rankings on top search engines such as Google and Yahoo.

[Local Optimization \(Maps\)](#)

Get and stay listed on the Nation's top search engines and local directories including Google, Yahoo, Bing, Superpages and more. [MORE >>](#)

[Website Design](#)

Only 50% of small business owners have a website ... Good for us, bad for you. Smart Link Solutions creates professional web sites that are both visually appealing to potential clients as well as search engine optimization friendly. A web site serves as a face for your company in the online world and will be used by hundreds and thousands of potential customers to interact with your business. With superior design and Internet Marketing in mind, we ensure that each client is able to put its best face forward. [View Web Portfolio](#)

[Paid Per Click Advertising](#)

Pay-per-Click (PPC) search marketing using top search engines to drive local, targeted, results-driven traffic to your website. We will work hand in hand with you to determine the best keywords and most effective ad copy to create the best bang for your buck. We will closely monitor your keyword bid costs and gradually increase the quality score of your overall campaign – this means more results at less cost. Finally!

We're continually adding services to help our clients keep up with the latest eCommerce technology and features. Call us and ask your Smart Link consultant for more details.

TESTIMONIAL...

After engaging with multiple web development/SEO firms in the NW Ohio-SE Michigan area we decided on Smart Link Solutions as our partner. Our considerations were of course quality of work, and costs but it was the high level of personalization and service that won our business. Within a budget we had specific development goals to include separation of products and services (while marketing them well) but also to highlight the importance of our local commitment and location in the Downtown Toledo area. Additionally, they were sensitive to IT capabilities and available resources providing server support and back up depth. We are thrilled to have consistent "front page" results and highly recommend talking with Smart Link when considering professional web based services.

Thomas Huss



IT Services

May 23, 2016 8:40 PM ET

Company Overview of SmartLink Internet Strategies, Inc.

Snapshot

People

Company Overview

SmartLink Internet Strategies, Inc., an Internet marketing company, provides search engine marketing (SEM), search engine optimization (SEO), Website design, and social media services. Its SEM services include local directory submissions, local search marketing, and display and pay per click advertising; SEO services comprise copywriting, local search engine optimization, and press releases and distribution; social media services include social media consultation and social monitoring; and Website design services comprise landing page design and Wordpress blog setup. SmartLink Internet Strategies was founded in 2006 and is based in Palm Beach Gardens, Florida.

Key Executives For SmartLink Internet Strategies, Inc.

SmartLink Internet Strategies, Inc. does not have any Key Executives recorded.

8895 North Military Trail
Suite B202
Palm Beach Gardens,
FL 33410

Phone: 561-688-8155
Fax: 561-688-8156
thinksmartlink.com

United States

Founded in 2006

Similar Private Companies By Industry

Company Name	Region
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1 Source Consulting, Inc.	United States
110 Consulting Inc.	United States
1102 Grand LLC	United States
1SEO.com Inc.	United States

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Type Date	Target
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The Motley Fool

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HelloFresh

The Orange Razor That's Changing An Industry

Harry's

Highest-Paying Travel Reward Card Available to Good Credit

LendingTree

R-1

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Asked by:

 0 Points
Anup Kr
Joined Jul 2013
Anup Kr's threads
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[Embedded links go to read only word document](#)

[Embedded links inside of Word documents in SP document library](#)

[Facing an issue in MS-Office 2013 not opening Word,Excel,Outlook.](#)

[facing problem in ms word 2010 document two different words automatically merge after closing document](#)

Facing issues with embedded links in Ms Word documents

Microsoft Office > Word IT Pro Discussions

Question



Hi,



0
Sign in to vote

We have a document management software that we use to maintain office documents and to version them. It's a web based application and allows creating deep-links (direct URL to a physical document) so that we can directly refer/download a physical document managed by this application.

Basically there is a Servlet that needs the document-id to be passed and then based on that document-id it fetches the physical document and allows the user to open/save it.

This application also manages Ms Word documents.

As I have mentioned before we can directly access a physical document using a URL which we call SmartLink.

When we create a hyperlink in an Ms Word document with a SmartLink that points to another Ms Word document (.doc/.docx) and then if we click on that link to open the physical document, it takes too long (25-30 Secs) to download and open the document. Moreover while opening the document Ms Office shows few warning messages as well. Whereas if we directly past the smartlink in a browser and press Enter then it opens almost without any delay.

This issue happens only if the pointed physical document is a Word document. All other documents open fast.

We face this issue only when the Ms Word document containing the hyperlink is opened using Ms Office 2010 in Windows 7 systems. If we open the same document in Ms Office 2003 in Windows XP machines then we do not see any delays. We do not have any machines with Ms Office 2007, so I can't say anything about that.

Few Facts:

The SmartLink URL is a http get request.

The application sends the physical document as an attachment to the http response. ("Content-Disposition", "attachment:filename=...")

We are noticing multiple http calls when the call is made from an Ms Office 2010 document. (user-agent : Microsoft Office Existence Discovery). I am not sure if that is the reason. We get four server hits for one request only. Two "Get" Http request and Two "Head" Http requests.

Whereas when the call is made from an Ms Office 2003/any browse window then we see only one "Get" http request.

Please let me know how to get rid of this excessive delay. The only concern over here is the delay in opening the documents.

Thanks

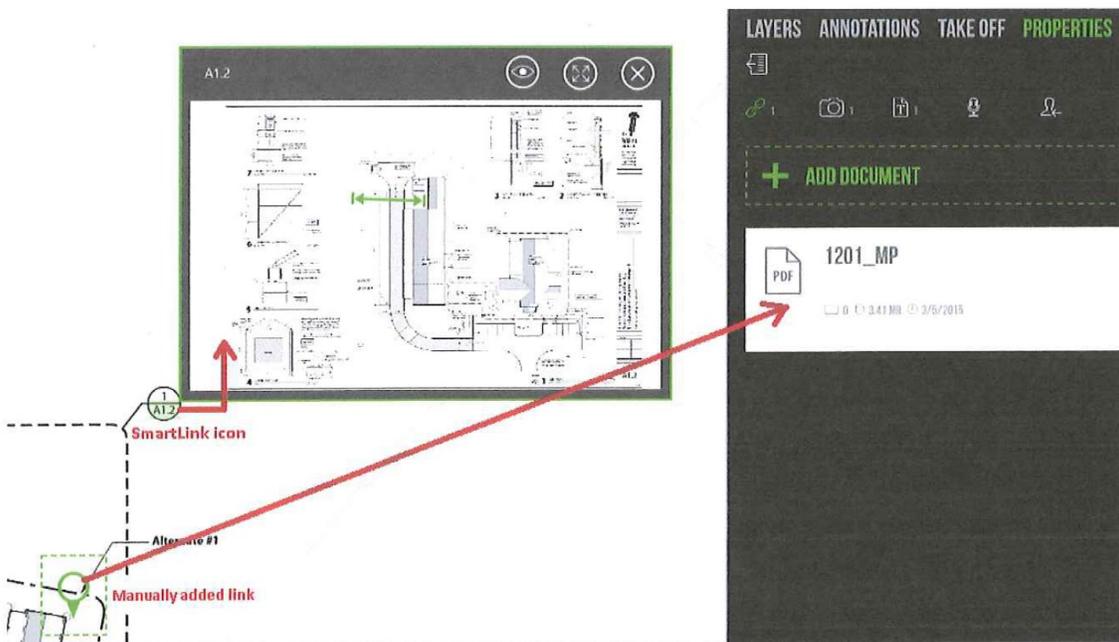
Anup

Moved by Max Meng Microsoft contingent staff, Moderator Thursday, July 11, 2013 9:22 AM

Open Linked Drawings (SmartLinks and Manual Links)

SmartUse uses two types of hyperlinks in drawings: **SmartLinks**, which are created by SmartUse and link drawings automatically, and **manually added links**.

- To open a drawing that is linked via a SmartLink drawing, tap the green SmartLink  icon as shown below, which opens a pop-up of the drawing. Tap  to open the full-sized document.
- To open a manually linked drawing, tap the  icon to open the documents panel, as shown below. Tap the document from the list to select it and then tap  to open it.



About SmartLinks

When you upload PDF files to SmartUse, they are automatically scanned by several processes to identify callout symbols or text that references other sheets. These SmartLinks created by the scans are represented by green shading.


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Logout Please logout when you are done to release system resources allocated for you.

 Start List At: OR Jump to record:
**43 Records(s) found
(This page: 1 ~ 43)**

 Refine Search Submit

 Current Search: S6: docs: 43 occ: 121

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	86081060	4679661	SMARTLINK	TSDR	LIVE
2	86091761	4577631	SMARTLINK	TSDR	LIVE
3	85725408	4345951	SMARTLINK	TSDR	LIVE
4	85462003		SMARTLINK	TSDR	DEAD
5	85935478		SMARTLINK	TSDR	LIVE
6	85707403		SMARTLINK TECHNOLOGIES	TSDR	DEAD
7	85619602	4257698	SMARTLINK	TSDR	LIVE
8	85269402	4129722	SMARTLINK	TSDR	LIVE
9	85183307	4339138	GEAR4 SMARTLINK	TSDR	LIVE
10	85179130	4366630	SMARTLINK	TSDR	LIVE
11	85131307		SMARTLINK AERO	TSDR	DEAD
12	78776652	3645005	SMARTLINK	TSDR	LIVE
13	78706246	3329134	SMARTLINK	TSDR	DEAD
14	78673299	3212387	SMARTLINK.LIBRARY	TSDR	DEAD
15	78673294	3198217	SMARTLINK	TSDR	LIVE
16	78502553		SMARTLINK	TSDR	DEAD
17	78406861	2944030	SMARTLINK	TSDR	DEAD
18	78403116	3040264	SMARTLINK	TSDR	DEAD
19	78082980	2885027	FAIR, ISAAC SMARTLINK	TSDR	DEAD
20	78067343	3189792	MASTERCARD SMARTLINK	TSDR	LIVE
21	78017608		SMARTLINK.COM	TSDR	DEAD
22	77757776	3868306	HEARTLAND SMARTLINK	TSDR	DEAD
23	77536332	3656895	SMARTLINK	TSDR	LIVE
24	77764954	3906258	LIQUENT SMARTLINK	TSDR	LIVE
25	77109471	3554678	SMARTLINK	TSDR	LIVE

26	77216901	3388369	SMARTLINK	TSDR	DEAD
27	76591476	3118713	PCD SMARTLINK	TSDR	LIVE
28	76459238	2977087	SMARTLINK	TSDR	DEAD
29	76228807	2540154	SMARTLINK	TSDR	DEAD
30	76145064	2650319	CSG SMARTLINK	TSDR	LIVE
31	76141180		SMARTLINKS	TSDR	DEAD
32	75955221		SMARTLINK	TSDR	DEAD
33	75845434		SMARTLINKS	TSDR	DEAD
34	75721779		SMARTLINK	TSDR	DEAD
35	75516205	2290060	SMARTLINK	TSDR	DEAD
36	75116613		DPS/SMARTLINKS	TSDR	DEAD
37	75070071		SMARTLINK	TSDR	DEAD
38	74637580		SMARTLINK	TSDR	DEAD
39	74603438		AMS/SMARTLINK	TSDR	DEAD
40	74575821	2042259	SMARTLINK 2000	TSDR	DEAD
41	74325215	2146907	SMARTLINK	TSDR	DEAD
42	73622486		SMARTLINK	TSDR	DEAD
43	73593659	1550605	SMARTLINK	TSDR	DEAD

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