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Subject: U.S. TRADEMARK APPLICATION NO. 86129533 - 24K RUSHCARD - 54081-4 - Request for  
Reconsideration Denied - Return to TTAB

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Files: 24k-1.jpg, 24k-2.jpg, karat2-1.jpg, karat3-1.jpg, karat4-1.jpg, karat5-1.jpg, karat5-2.jpg, duplicate  
name 55166 karat5-1.jpg, 86129533.doc

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

**U.S. APPLICATION SERIAL NO.** 86129533

**MARK:** 24K RUSHCARD



**CORRESPONDENT ADDRESS:**

APRIL L BESL

DINSMORE & SHOHL

255 E 5TH ST STE 1900

CINCINNATI, OH 45202-1971

**GENERAL TRADEMARK INFORMATION:**

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

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**APPLICANT:** Unirush, LLC

**CORRESPONDENT'S REFERENCE/DOCKET NO:**

54081-4

**CORRESPONDENT E-MAIL ADDRESS:**

april.besl@dinsmore.com

**REQUEST FOR RECONSIDERATION DENIED**

**ISSUE/MAILING DATE:** 6/1/2015

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 October

9, 2014 are maintained and continue to be final: Trademark Act Section 2(d), 15 U.S.C. §1052(d); see TMEP §§1207.01 et seq. 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. See *additional evidence that shows consumers would view 24K as the equivalent of 24 Karat*. This evidence supports the argument that the mere addition of a term to a registered mark generally does not obviate the similarity between the marks nor does it overcome a likelihood of confusion under Trademark Act Section 2(d). 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).

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. See 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. See TMEP §§705.02, 709.06.

/Kevon L. Chisolm/

Trademark Attorney

Law Office 103

571-272-9270

[kevon.chisolm@uspto.gov](mailto:kevon.chisolm@uspto.gov)

# Goldprice oz.com 24K Gold Prices Per Ounce Today

## 24K gold prices per ounce today - 24 karat gold price per ounce charts

Gold Price » 24K Gold Prices Per Ounce

Welcome to the page of current 24K gold price per ounce. It provides current 24K gold price (including bid price and ask price) and 24K gold price history charts (London gold fixing price). Generally, the commonly used karat gold is 24K, 22K, 18K, 14K, 10K, 6K, etc, whereas 24K gold is thought of pure gold. 24K gold price per ounce today is being updated once every 1 minutes.

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### 24K Gold Price Per Ounce

**1188.6 US Dollar**

Bid Price: \$1188.6

Ask Price: \$1189.6

Day's Range: \$1184.3 - \$1205.1

Price Updated: Jun 01, 2015 at 14:49 NY Time

### Gold Price Charts

- Price Per Ounce
- Price Per Gram
- Price Per Kilo
- Price History
- Gold Price Calculator
- Gold Price Chart
- Karat Gold Price
- Live Gold Price
- London Gold Fixing
- Gold Widget
- Buy Gold Online
- Buy Silver Online

### Gold Coins

- American Gold Eagle
- American Gold Buffalo
- Canadian Gold Maple Leaf
- Australian Gold Kangaroo
- South African Kruggerand

### Gold Price Other Currency

- Australian Dollar (AUD)
- British Pound Sterling (GBP)
- Canadian Dollar (CAD)
- Chinese Yuan (CNY)
- Euro (EUR)
- Indian Rupee (INR)
- Japanese Yen (JPY)
- Russian Ruble (RUB)
- South African Rand (ZAR)
- Swiss Franc (CHF)
- United States Dollar (USD)

### 24K Gold Price per Ounce Charts

3 | 6 | 1 | 2 | 5 | 10



### Gold Price Commentary



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## Is 24K gold pure?

November 16, 2001

**Francis H. Brown, dean of the College of Mines and Earth Sciences at the University of Utah, provides the following answer.**

Meanings of the word "gold" are manifold. The term is used to refer to the chemical element itself (its symbol is Au) and also to objects (often jewelry) that contain some gold but do not consist entirely of gold. A gold watch or ring, for instance. In the latter case, the amount of gold is described by the karat fineness of the alloy, so one sees marks such as 12K for 12 karats, and so forth.

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The purity of gold is defined either in karats or fineness. A karat is 1/24 part of pure gold by weight, so 24-karat gold is

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