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The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86191213
LAW OFFICE ASSIGNED	LAW OFFICE 102
MARK SECTION	
MARK	http://tmng-al.uspto.gov/resting2/api/img/86191213/large
LITERAL ELEMENT	DATA ATOM
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)	
see argument submitted as evidence	
EVIDENCE SECTION	
EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	evi_84111162133-20160906043609421335_._FinalResponse.pdf
CONVERTED PDF FILE(S) (3 pages)	\\TICRS\EXPORT16\IMAGEOUT16\861\912\86191213\xml19\RFR0002.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\861\912\86191213\xml19\RFR0003.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\861\912\86191213\xml19\RFR0004.JPG
ORIGINAL PDF FILE	evi_84111162133-20160906043609421335_._ExecutedDeclaration.pdf
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	\\TICRS\EXPORT16\IMAGEOUT16\861\912\86191213\xml19\RFR0006.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\861\912\86191213\xml19\RFR0007.JPG
ORIGINAL PDF FILE	evi_84111162133-20160906043609421335_._Exhibit1.pdf
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ORIGINAL PDF FILE	evi_84111162133-20160906043609421335_._Exhibit2.pdf
CONVERTED PDF FILE(S) (2 pages)	\\TICRS\EXPORT16\IMAGEOUT16\861\912\86191213\xml19\RFR0009.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\861\912\86191213\xml19\RFR0010.JPG
ORIGINAL PDF FILE	evi_84111162133-20160906043609421335_._Exhibit3.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT16\IMAGEOUT16\861\912\86191213\xml19\RFR0011.JPG
ORIGINAL PDF FILE	evi_84111162133-20160906043609421335_._Exhibit4.pdf

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ORIGINAL PDF FILE	evi_84111162133-20160906043609421335_._Exhibit5.pdf
CONVERTED PDF FILE(S) (2 pages)	\\TICRS\EXPORT16\IMAGEOUT16\861\912\86191213\xml19\RFR0014.JPG
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ORIGINAL PDF FILE	evi_84111162133-20160906043609421335_._Exhibit6.pdf
CONVERTED PDF FILE(S) (2 pages)	\\TICRS\EXPORT16\IMAGEOUT16\861\912\86191213\xml19\RFR0016.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\861\912\86191213\xml19\RFR0017.JPG
DESCRIPTION OF EVIDENCE FILE	Argument Declaration exhibits to Declaration - which consist of copies of websites
SIGNATURE SECTION	
RESPONSE SIGNATURE	/Moshe B Wilshinsky/
SIGNATORY'S NAME	Moshe B Wilshinsky
SIGNATORY'S POSITION	Secretary
DATE SIGNED	09/06/2016
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	NO
FILING INFORMATION SECTION	
SUBMIT DATE	Tue Sep 06 04:45:18 EDT 2016
TEAS STAMP	USPTO/RFR-XX.XXX.XXX.XXX- 20160906044518981699-8619 1213-550ebb0cfce3b6ef8cfa f37f9d0fa1e6ed9f13e3ef137 9a3aeed3956ecf77761-N/A-N /A-20160906043609421335

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Request for Reconsideration after Final Action

To the Commissioner for Trademarks:

Application serial no. **86191213** DATA ATOM(Standard Characters, see http://tmng-al.uspto.gov/resting2/api/img/86191213/large) has been amended as follows:

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

see argument submitted as evidence

EVIDENCE
Evidence in the nature of Argument Declaration exhibits to Declaration - which consist of copies of websites has been attached.
Original PDF file:
evi_84111162133-20160906043609421335_._FinalResponse.pdf

Converted PDF file(s) (3 pages)
Evidence-1
Evidence-2
Evidence-3
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Original PDF file:
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Original PDF file:
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Original PDF file:
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Converted PDF file(s) (2 pages)
Evidence-1
Evidence-2

SIGNATURE(S)
Request for Reconsideration Signature
Signature: /Moshe B Wilshinsky/ Date: 09/06/2016
Signatory's Name: Moshe B Wilshinsky
Signatory's Position: Secretary

The signatory has confirmed that he/she is not represented by either an authorized attorney or Canadian attorney/agent, and that he/she is either: (1) the owner/holder ; or (2) a person(s) with legal authority to bind the owner/holder; and if an authorized U.S. attorney or Canadian attorney/agent previously represented him/her in this matter, either he/she has filed a signed revocation of power of attorney with the USPTO or the USPTO has granted the request of his/her prior representative to withdraw.

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

Serial Number: 86191213
Internet Transmission Date: Tue Sep 06 04:45:18 EDT 2016
TEAS Stamp: USPTO/RFR-XX.XXX.XXX.XXX-201609060445189
81699-86191213-550ebb0cfce3b6ef8cfaf37f9
d0fa1e6ed9f13e3ef1379a3aeed3956ecf77761-
N/A-N/A-20160906043609421335

In re Cloud Crowding Corp.
Mark: DATA ATOM
SN: 86191213

Registration has been refused in view of US Trademark Reg 4851636, issued 10 Nov 2015, for the mark ATOMIC DATA.

Attention is directed to the accompanying Declaration of Moshe B. Wilshinsky, and its attached exhibits.

Atomic Data is a commonly used generic/descriptive term and does not serve to identify the source of any goods or services. Even assuming it is entitled to registration as a trademark, it would be a very weak trademark and would be entitled to a very limited scope of protection.

"In a data warehouse, atomic data is the lowest level of detail. Atomic data provides the base data for all data transformations." See its website http://whatis.techtarget.com/definition/atomic-data.

"Atomic data are data elements that represent the lowest level of detail. For example, in a daily sales report, the individual items sold would be atomic data, while rollups such as invoice and summary totals from invoices are aggregate data. … In the field of computer science specifically in computer programming, atomic data refers to a data type whether it is an action or an object that can no longer be broken down into smaller unites. In other words, the data type is no longer divisible, changeable and always whole." See its website http://www.learn.geekinterview.com/data-warehouse/data-types/what-is-atomic-data.html

Atomic data is "lowest level of detail (such as number of goods sold) from which the aggregate data (such as a daily sales summary) is computed." See its website http://www.businessdictionary.com/definition/atomic-data.html

In computing, atomic data is the most basic piece of information among all levels of information. Large data sets, from which analyses are conducted and business intelligence conclusions are drawn, are constructed from many pieces of atomic data. In retail, for instance,

the sale of an individual item is recorded as a piece of atomic data. See its website http://businessintelligence.com/dictionary/atomic-data/

Source data is raw data (sometimes called atomic data) that has not been processed for meaningful use to become Information. See its website https://en.wikipedia.org/wiki/Source_data

Atomic Data Types … There are four primitive atomic data types: *booleans, integers, characters* and *floats*…. See its website http://www.cs.cmu.edu/afs/cs/project/pscico/doc/nesl/manual/node14.html

The mark DATA ATOM of the herein subject application is not identical to the mark ATOMIC DATA of the cited registration.

Atomic Data is a widely recognized generic/descriptive term, widely used in this industry to refer to "data elements that represent the lowest level of detail." This may be evidenced by any number of Internet websites, as mentioned hereinabove. Therefore, the cited mark is exceptionally weak. Not only is the cited mark very descriptive, but it is also a generic term that everyone is free to use.

Moreover, the words are reversed in the two marks, thereby providing different appearances, connotations and sound. Also, they use different versions of the word "atom." Taken together they present different commercial impressions and there is no likelihood of confusion.

The mark of the herein subject application is not identical to the mark of the cited registration.

"the following two factors are key considerations in any likelihood of confusion determination: The similarity or dissimilarity of the marks in their entireties as to appearance, sound, connotation and commercial impression." T.M.E.P. 1207.01

It cannot be said that the marks themselves are similar.

DATA ATOM is not similar to
ATOMIC DATA

"The Court of Appeals for the Federal Circuit and the Trademark Trial and Appeal Board have recognized that merely descriptive and weak designations may be entitled to a narrower scope of protection than an entirely arbitrary or coined word. … it is well established that the scope of protection afforded a merely descriptive or even a highly suggestive term is less than that accorded an arbitrary or coined mark. That is, terms falling within the former category have been generally categorized as "weak" marks, and the scope of protection extended to these marks has been limited to the substantially identical notation and/or to the subsequent use and registration thereof for substantially similar goods.'" T.M.E.P. 1207.01(b)(ix)

Atomic Data is a widely recognized generic/descriptive term, widely used in this industry to refer to "data elements that represent the lowest level of detail." This may be evidenced by the various websites cited hereinabove and also a myriad of other Internet websites.

Therefore, the cited mark is exceptionally weak, and it probably was error for a registration to even have issued. Not only is the cited mark very descriptive, but it probably a generic term that everyone is free to use.

"The points of comparison for a word mark are appearance, sound, meaning, and commercial impression. ... Similarity of the marks in one respect – sight, sound, or meaning – will not automatically result in a determination that confusion is likely even if the goods are identical or closely related." T.M.E.P. 1201.01(b)(i)

"if the transposed mark creates a distinctly different commercial impression, then confusion is not likely. *See, e.g., In re Best Prods. Co.*, 231 USPQ 988, 989-90 (TTAB 1986) (holding BEST JEWELRY and design (with "JEWELRY" disclaimed) for retail jewelry store services, and JEWELERS' BEST for bracelets, not likely to cause confusion)." T.M.E.P. 1207.01(b)(vii)

In this case the reversing of the marks is significant and creates a very different commercial impression.

"If there is any doubt as to whether there is a likelihood of confusion, that doubt must be resolved in favor of the prior registrant." T.M.E.P. 1207.01 (d)(i)

Accordingly, there is no likelihood of confusion and the mark of this application should be allowed for publication.

DECLARATION

I, Moshe B. Wilshinsky, being first duly sworn, deposes and says:

1. I am the Secretary of the applicant company - Cloud Crowding Corp. – and also Chairman of the Board, I have personal knowledge of the facts herein stated, and I am authorized to make this Declaration on its behalf.

2. Applicant company is a corporation organized under and existing by virtue of the laws of the State of Nevada. It is the owner of the trademark DATA ATOM and of this US trademark application serial number 86191213 for registration of this mark.

3. Registration has been refused in view of US Trademark Reg 4851636, issued 10 Nov 2015, for the mark ATOMIC DATA.

4. Atomic Data is a commonly used generic/descriptive term and does not serve to identify the source of any goods or services. Even assuming it is entitled to registration as a trademark, it would be a very weak trademark and would be entitled to a very limited scope of protection.

5. "In a data warehouse, atomic data is the lowest level of detail. Atomic data provides the base data for all data transformations." Attached as Exhibit 1 is a copy of the website http://whatis.techtarget.com/definition/atomic-data.

6. "Atomic data are data elements that represent the lowest level of detail. For example, in a daily sales report, the individual items sold would be atomic data, while rollups such as invoice and summary totals from invoices are aggregate data. … In the field of computer science specifically in computer programming, atomic data refers to a data type whether it is an action or an object that can no longer be broken down into smaller unites. In other words, the data type is no longer divisible, changeable and always whole." Attached as Exhibit 2 is a copy of the website http://www.learn.geekinterview.com/data-warehouse/data-types/what-is-atomic-data.html

7. Atomic data is "lowest level of detail (such as number of goods sold) from which

the aggregate data (such as a daily sales summary) is computed." Attached as Exhibit 3 is a copy of the website http://www.businessdictionary.com/definition/atomic-data.html

8. In computing, atomic data is the most basic piece of information among all levels of information. Large data sets, from which analyses are conducted and business intelligence conclusions are drawn, are constructed from many pieces of atomic data. In retail, for instance, the sale of an individual item is recorded as a piece of atomic data. Attached as Exhibit 4 is a copy of the website http://businessintelligence.com/dictionary/atomic-data/

9. Source data is raw data (sometimes called atomic data) that has not been processed for meaningful use to become Information. Attached as Exhibit 5 is a copy of the website https://en.wikipedia.org/wiki/Source_data

10. **Atomic Data Types** … There are four primitive atomic data types: *booleans, integers, characters* and *floats*…. Attached as Exhibit 6 is a copy of the website http://www.cs.cmu.edu/afs/cs/project/pscico/doc/nesl/manual/node14.html

11. The mark DATA ATOM of the herein subject application is not identical to the mark ATOMIC DATA of the cited registration.

12. Atomic Data is a widely recognized generic term, widely used in this industry to refer to "data elements that represent the lowest level of detail." This may be evidenced by any number of Internet websites, as mentioned hereinabove. Therefore, the cited mark is exceptionally weak. Not only is the cited mark very descriptive, but it is also a generic term that everyone is free to use.

13. Moreover, the words are reversed in the two marks, thereby providing different appearances, connotations and sound. Also, they use different versions of the word "atom." Taken together they present different commercial impressions and there is no likelihood of confusion.

14. I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and

further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of this application or this declaration or any registration resulting therefrom.

Cloud Crowding Corp.

Dated: 6 September 2016

Moshe B. Wilshinsky,
Secretary and Chairman of the Board

Definition

atomic data

- Facebook Like Like 0
- Tweet
- G+1 0
- LinkedIn Share
- Email

- Comment
- RSS
- Print
- A
- AA
- AAA

Part of the Data and data management glossary:

In a data warehouse, atomic data is the lowest level of detail. Atomic data provides the base data for all data transformations.

This was last updated in April 2009
Posted by: Margaret Rouse

Related Terms

Definitions

- **perishable data**

  - Perishable data is the specific bits of data within large volumes gathered that must be quickly acted upon to realize any benefit to a business. *(WhatIs.com)*

- **data shadow**

  - A data shadow is the collective body of data that is automatically generated and recorded as we go about our lives rather than intentionally created. Sources include sensors and IP surveillance, me... *(WhatIs.com)*

- **chief data officer (CDO)**

  - A chief data officer (CDO) is a C-level corporate executive who is responsible for an organization's data governance. The position is related to, but separate from, the job of the chief information... *(WhatIs.com)*

Glossaries

- **Data and data management**

What is Atomic Data

December 20, 2007 Editorial Team+ Data Types No comments

Atomic data are data elements that represent the lowest level of detail. For example, in a daily sales report, the individual items sold would be atomic data, while rollups such as invoice and summary totals from invoices are aggregate data.

The word atomic data is based on the atom where in chemistry and physics is the smallest particle that can characterized a chemical element. In natural philosophy, the atom is the indestructible building blocks of the universe. In the same light, atomic data is the smallest data that has details that come up with a complete meaning.

In the field of computer science specifically in computer programming, atomic data refers to a data type whether it is an action or an object that can no longer be broken down into smaller unites. In other words, the data type is no longer divisible, changeable and always whole.

In general, a data type is a classification of a specific type of information that has properties. Depending on the programming language being used – whether C, Java or Assembly Language – the information varies. Generally, there are three types of data.

They are the integer data type which is a whole number that does not have a fraction component, the floating point data type, which can contain a decimal point and the character, which refers to any readable text. Another atomic data is the Boolean data type which refers to two values only – *on* or *off*, *yes* or *no*, or *true* or *false*.

Atomic data types have a common set of properties which include class name, total data size, byte order referring to how the bits are arranged as they reside in memory, precision which refers to the significant part of a data, offset or the location of the significant data within the entire data itself and padding which identifies that data which is not significant.

In different programming languages, atomic data types can have different manifestations. For instance in a structure query language (SQL), an atomic function either completes its operation or will totally return to the original state if interruptions like power failure occur. In some systems based on the Unix operating systems, the atomic data type cannot be changed. In another language like Lisp, an atomic data types refers to the basic unit of a code that executes.

Relational databases can be the best example of how atomic data are stored and retrieved to form a larger set called aggregate data. There is a need to manage and access data that describe or represent properties or object whether real or imaginary in all computer systems.

A database, which is in its very essence a record keeping system in one example where objects are referred to in terms of item information. An object could be a client or a corporation having many characteristics. Data inside the database is structured into a separate and unassociated atomic data item where each contains relevant information.

The database has a structure called a relationship where a query is executed to combine atomic data into aggregate data and reports are generate for statistical analysis so that an organization can draw a profile of many different aspects.

Atomic data can come from several sources. It can come from the same table or can come from different tables within the same database. The internet is teeming with atomic data traversing the information superhighway every single second. Search engines use a special code called crawlers of spiders to index these atomic data to be later used in ranking pages when a user types the keywords in search engines.

Editorial Team at Geekinterview is a team of HR and Career Advice members led by Chandra Vennapoosa.

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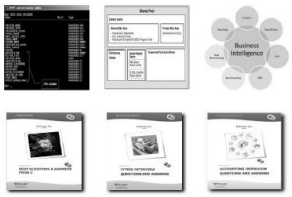

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atomic data

Definition [ ] [ ]

Lowest level of detail (such as number of goods sold) from which the aggregate data (such as a daily sales summary) is computed.

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BusinessIntelligence.com

Dictionary Term

Atomic Data

AKA:

In computing, atomic data is the most basic piece of information among all levels of information. Large data sets, from which analyses are conducted and business intelligence conclusions are drawn, are constructed from many pieces of atomic data. In retail, for instance, the sale of an individual item is recorded as a piece of atomic data.

Sources :

http://www.businessdictionary.com/definition/atomic-data.html
http://whatis.techtarget.com/definition/atomic-data http://www.information-management.com/glossary/a.html

Related Entries

Data Dictionary
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Source data

From Wikipedia, the free encyclopedia

Source data is raw data (sometimes called atomic data) that has not been processed for meaningful use to become Information.[1]

Contents

- 1 Examples
- 2 Risks
- 3 See also
- 4 References

Examples

- Data entered at a till in a store
- A list of information about customers used in a mail merge in Word Processing[2]
- Handwritten notes or printed documents, before they are typed in, such as an order form or CV[3]
- Research data[4] such as air temperature measurements

Risks

Often when data is captured in one electronic system and then transferred to another, there is a loss of audit trail or the inherent data cannot be absolutely verified. There are systems that provide for absolute data export but then the system imported into has to allow for all available data fields to be imported. Similarly, there are transaction logs in many modern database systems. The acceptance of these transaction records into any new system could be very important for any verification of such imported data.

In research, gaining access to source data may be cumbersome. Particularly where sensitive personal data is involved, security and redaction (obscuring information) may be an issue.[5]

See also

- Computer Assisted Auditing Techniques
- Cooked data
- Electronic Media
- Information
- Information technology audit process
- Primary data and Secondary data

References

1. Raw data (source data or atomic data) (http://searchdatamanagement.techtarget.com/definition/raw-data), Margaret Rouse, techtarget.com, retrieved 25 June 2014
2. Data Source (http://wordprocessing.about.com/cs/glossary/g/Datasource.htm), James Marshall, About.com

3. Source Data (http://lookup.computerlanguage.com/host_app/search?cid=C999999&term=source+data&lookup.x=0&lookup.y=0) Computer Desktop Encyclopedia
4. Source Data, McGraw-Hill Dictionary of Scientific & Technical Terms
5. Redactable and Auditable Data Access for Bioinformatics Research (http://users.ece.gatech.edu/~dblough/research/papers/amiaSummit13.pdf) Jordan Brown et al, Georgia Institute of Technology and Emory University, Atlanta, GA

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Categories: Digital media | Computer data | Computer storage stubs

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Next Up Previous Contents Index
Next: Sequences ([]) **Up:** Data **Previous:** Data

Atomic Data Types

There are four primitive atomic data types: *booleans, integers, characters* and *floats*.

The boolean type `bool` can have one of two values `t` or `f`. The standard logical operations (eg. `not, and, or, xor, nor, nand`) are predefined. The operations `and, or, xor, nor, nand` all use infix notation. For example:

```
    not(not(t));
⇒   t : bool
    t xor f;
⇒   t : bool
```

The integer type `int` is the set of (positive and negative) integers that can be represented in the fixed precision of a machine-sized word. The exact precision is machine dependent, but will always be at least 32-bits. The standard functions on integers (+, -, *, /, ==, >, <, negate, ...) are predefined, and use infix notation (see Appendix A for the precedence rules). For example:

```
    3 * -11;
⇒   -33 : int
    7 == 8;
⇒   f : bool
```

Overflow will return unpredictable results.

The character type `char` is the set of ASCII characters. The characters have a fixed order and all the comparison operations (eg. ==, <, >=,...) can be used. Characters are written by placing a ` in front of the character. For example:

```
    ` 8;
⇒   ` 8 : char
    ` a == ` d;
⇒   f : bool
    ` a < ` d;
⇒   t : bool
```

The global variables space, newline and tab are bound to the appropriate characters.

The type `float` is used to specify floating-point numbers. The exact representation of these numbers is machine specific, but NESL\ tries to use 64-bit IEEE when possible. Floats support most of the same functions as integers, and also have several additional functions (eg. round, truncate, sqrt, log,...). Floats must be written by placing a decimal point in them so that they can be distinguished from integers.

```
1.2 * 3.0;
⇒   3.6 : float
round(2.1);
⇒   2 : int
```

There is no implicit coercion between scalar types. To add 2 and 3.0, for example, it is necessary to coerce one of them: e.g.

```
float(2) + 3.0;
⇒   5.0 : float
```

A complete list of the functions available on scalar types can be found in Appendix B.1.

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