From: DeFord, Jeffrey

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To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 86207745 - NOVELTYLIGHTS - NL-0 - Request for Reconsideration Denied - Return to TTAB - Message 1 of 2

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Attachment Information:

Count: 12

Files: light-01.jpg, light-02.jpg, light-03.jpg, light-04.jpg, light-05.jpg, light-06.jpg, light-07.jpg, light-08.jpg, light-09.jpg, light-10.jpg, light-11.jpg, 86207745.doc

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

**U.S. APPLICATION SERIAL NO.** 86207745

**MARK:** NOVELTYLIGHTS

**CORRESPONDENT ADDRESS:**
PETER C. LEMIRE
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5460 S QUEBEC ST STE 330
GREENWOOD VILLAGE, CO 80111-1927

**GENERAL TRADEMARK INFORMATION:**

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

VIEW YOUR APPLICATION FILE

**APPLICANT:** Novelty Lights, Inc.

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

NL-0

**CORRESPONDENT E-MAIL ADDRESS:**

trademark@coloradoiplaw.com

## REQUEST FOR RECONSIDERATION DENIED

**ISSUE/MAILING DATE: 9/15/2016**

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 refusals made final in the Office action dated 1/4/16 are maintained and continue to be Final: Genericness, Descriptiveness and Sufficiency of the Acquired Distinctiveness Claim under Section 2(f). *See* TMEP §§715.03(a)(ii)(B), 715.04(a).

Registration was initially refused under Trademark Act Section 2(e)(1) because the applied-for mark is merely descriptive of applicant's goods. 15 U.S.C. §1052(e)(1). In response, applicant has argued against the descriptiveness refusal and attempted to amend the application to add a claim of acquired distinctiveness under Section 2(f). 15 U.S.C. §1052(f).

**Refusal – Descriptiveness – Proposed Mark is Generic - Section 2(e)(1):**

Registration was also refused because the applied-for mark is generic for applicant's identified goods. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); see TMEP §§1209.01(c) et seq., 1209.02(a)(ii).

Determining whether a mark is generic requires a two-step inquiry:

(1) What is the genus of goods and/or services at issue?

(2) Does the relevant public understand the designation primarily to refer to that genus of goods and/or services?

In re 1800Mattress.com IP, LLC, 586 F.3d 1359, 1363, 92 USPQ2d 1682, 1684 (Fed. Cir. 2009) (quoting H. Marvin Ginn Corp. v. Int'l Ass'n of Fire Chiefs, Inc., 782 F.2d at 989-90, 228 USPQ at 530); TMEP §1209.01(c)(i).

Regarding the first part of the inquiry, the genus of the goods and/or services is often defined by an applicant's identification of goods and/or services. See In re Country Music Ass'n, 100 USPQ2d 1824, 1827-28 (TTAB 2011) (citing Magic Wand Inc. v. RDB Inc., 940 F.2d 638, 640, 19 USPQ2d 1551, 1552 (Fed. Cir. 1991)).

In this case, the proposed mark, and thus the genus, is "NOVELTYLIGHTS" and applicant's identification is "Accent lights for indoor use; Electric holiday lights; Electric light bulbs; Electric lights for Christmas trees; LED (light emitting diodes) lighting fixtures for use in display, commercial, industrial, residential, and architectural accent lighting applications; Light bulbs" which are all novelty lights and/ components thereof.

Applicant argues in its Request for Reconsideration that the proposed mark is not a word and therefore cannot be generic for the goods. Such is not the case as a "telescoped mark," which consists of two or more words combined to create a single word that shares letters, is merely descriptive or generic if the individual words are descriptive or generic and if the words retain their descriptive or generic meaning within the telescoped mark. *See In re Omaha Nat'l Corp.*, 819 F.2d 1117, 1118, 2 USPQ2d 1859, 1860 (Fed. Cir. 1987) (holding FIRSTIER merely descriptive of banking services); *In re Greenliant Sys. Ltd.*, 97 USPQ2d 1078, 1083 (TTAB 2010) (holding NANDRIVE, a telescoped mark of the generic term "nand drive," generic for electronic integrated circuits, including flash memory drives); TMEP §§1209.01(c)(i), 1209.03(d).

The Trademark Trial and Appeal Board (TTAB) stated in its affirmation of the descriptiveness of "NOVELTYLIGHTS.COM" in the applicant's companion Application numbered 86207702 that:

> "….a term does not have to appear in a dictionary (or other publication) in order for it to be found merely descriptive. *In re Thomas Collators, Inc.*, 158 USPQ 297, 298 (TTAB 1968). The fact that the literal portion of Applicant's mark is presented as one term NovletyLights.com, is inconsequential. *See Minnesota Mining & Mfg. Co. v. Addressograph-Multigraph Corp.*, 155 USPQ 470, 472 (TTAB 1967) ("It is almost too well established to cite cases for the proposition that an otherwise merely descriptive term is not made any less so by merely omitting spaces between the words….").".

Clearly, the evidence of record shows use of the proposed mark as the genus of the goods.

Regarding the second part of the inquiry, the relevant public is the purchasing or consuming public for the identified goods and/or services. Frito-Lay N. Am., Inc. v. Princeton Vanguard, LLC, 109 USPQ2d 1949, 1952 (TTAB 2014) (citing Magic Wand Inc. v. RDB Inc., 940 F.2d at 640, 19 USPQ2d at 1553). In this case, the relevant public comprises ordinary consumers who purchase applicant's goods, because there are no restrictions or limitations to the channels of trade or classes of consumers.

The previously attached evidence from multiple websites shows that the wording "NOVELTY LIGHTS" in the applied-for mark means a type of electric lights and/or lighting fixtures for use in display, commercial, residential, and other lighting applications; and thus the relevant public would understand this designation to refer primarily to that genus of goods because this is what the goods are, are known as, and is the name used by the public to call for the goods and to describe the goods for sale. In support of the public understanding that this designation refers primarily to that genus of goods the examining attorney previously provided a total of eighteen commercial retail websites showing use of

the proposed mark to describe the exact or highly similar goods. A sampling of the evidence previously attached shows the descriptive/generic use:

The Lights and Décor website www.lightsforallocccasions.com states:

> "This site features exciting decorative and novelty lighting that is a safe alternative to burning candles, torches and hot incandescent bulbs." and "Novelty String lights are perfect for holidays, parties and home decor. Give as a gift or use them to match a party theme or bedroom decor. Novelty lights are a fun way to bring a warm glow to any room or event." and the electronic commerce section is titled "Novelty String Lights"

The Christmas Central website at www.christmascentral.com states:

> "Novelty Christmas Lights are an imaginative way to put your personality on display during the holiday season" and "At Christmas Central we have all of the Novelty Christmas Lights and themes you could ever need to proudly display who you are with an exciting electric glow." and "Star Wars, Betty Boop, Peanuts, Irish Shamrocks, Santa Claus, Rudolph, Bud Light, Coca-Cola, Horses, and Edison Style Retro Lights are just a handful of some of the unbelievable Novelty Themed Lights we have available. The spectrum of colors, styles, and themes of Christmas Lights we carry are practically limitless. Show off your personality this Christmas season with the best Novelty Christmas Lights at Christmas Central."

The Amazon.com website states:

"Brighten up your home or celebration with novelty lighting" and the electronic commerce section is titled "Novelty lighting".

Additionally, in further support of the descriptive/generic nature of the proposed mark the examining attorney previously attached 39 articles from the Lexis ® database using "novelty lights" in a generic

manner to describe accent lights for indoor use, electric holiday lights, electric light bulbs, electric lights for Christmas trees, LED (light emitting diodes) lighting fixtures for use in display, commercial, industrial, residential, and architectural accent lighting applications and light bulbs. Several representative examples state:

> "… consider using strands of novelty lights in palm, parrot or flamingo shapes in place of ordinary holiday lights...".

and

> "... Three giant grinning ghosts inhabit a pumpkin near the front walk, and novelty lights – spiders and bloodshot eyeballs -- populate the front yard."

See previously attached website and Lexis® evidence.

Applicant also argues that Examining Attorney's evidence, discussed above, showing that the relevant public understands the designation primarily to refer to that genus of goods is weak. The evidence is strong as it includes multiple consumer retail sites and sources as well as the ordinary consumers themselves who use and purchase the goods using the proposed mark in a generic manner in reference the goods.

Thus the two part test set out above has been met and applicant's proposed mark is generic for the identified goods.

**<u>Generic finding and 2(f) Claim:</u>**

Please be advised that if the proposed mark is found to be generic then regardless of the applicant's Section 2(f) evidence of record, the applicant's claim of acquired distinctiveness under Section 2(f) is insufficient to overcome the refusal because no amount of purported proof that a generic term has acquired secondary meaning can transform that term into a registrable trademark or service mark. See 15 U.S.C. §1052(f); In re Bongrain Int'l (Am.) Corp., 894 F.2d 1316, 1317 n.4, 13 USPQ2d 1727, 1728 n.4 (Fed. Cir. 1990); H. Marvin Ginn Corp. v. Int'l Ass'n of Fire Chiefs, Inc., 782 F.2d 987, 989, 228 USPQ 528, 530 (Fed. Cir. 1986); TMEP §1212.02(i).

**Refusal in the Alternative – Descriptiveness – Section 2(e)(1):**

Applicant makes no arguments as to the descriptiveness of the proposed mark in the Request for Reconsideration. However, in the alternative, if the applied-for mark is ultimately determined not to be generic by an appellate tribunal, then the refusal of registration based on the applied-for mark being merely descriptive of applicant's goods is maintained and continued for the reasons specified in the previous Office actions. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); see TMEP §§1209.01(b), 1209.03 et seq.

The previously and newly attached dictionary evidence shows NOVELTY means "the quality of being new and fresh and interesting and/or a small usually cheap new toy, ornament, or trinket" and LIGHTS are "anything that illuminates, such as a lamp or candle". As seen from the submitted specimens, the applicant's previously attached website screenshot and the catalogs of record, the applicant sells a wide range of new styles of novelty lights of various designs and many different kinds of novelty bulbs, shapes, spheres and lights including chasing, fading, starlight, snowflake, icicle, bubble, rope, shotgun and chili pepper lights.

Applicant argues that NOVELTYLIGHTS is suggestive. It is not. In fact, the NOVELTYLIGHTS element is merely generic/descriptive of the goods. Previously, in support of the generic refusal and the descriptive nature of the term novelty lights, the examining attorney attached multiple webpage screen shots from different retailers showing use of the term "novelty", "novelty lights", outdoor novelty lights" and/or "novelty party lights" and showing the exact products that the applicant sells and many other novelty light products. Additionally, the examining attorney previously attached 39 articles from the Lexis ® database using "novelty lights" in a generic/descriptive manner to describe accent lights for indoor use, electric holiday lights, electric light bulbs, electric lights for Christmas trees, LED (light emitting diodes) lighting fixtures for use in display, commercial, industrial, residential, and architectural accent lighting applications and light bulbs which are identical to the goods identified in this application. This evidence clearly shows that the wording comprising the proposed mark is used descriptively to indicate the identified goods.

Additionally, the examining attorney again directs the applicant to its own catalog (see page 16 of the 4/29/15 response and pages 7 and 47 of the 11/25/15 response) and website (previously attached) where applicant in describing its business states "The company was established in 1999 as a direct importer of Rope Light, Holiday Lights, and a variety of popular novelty lights. Our lighting lines have grown significantly since then; however, we pride ourselves on knowing our customers and their needs and most importantly providing excellent service." The applicant itself uses the term descriptively/generically in describing some of its own lighting products. Thus the applied-for mark, NOVELTYLIGHTS, is merely descriptive of a feature, purpose, and/or characteristic of applicant's goods.

Furthermore, applicant's claim of acquired distinctiveness in its responses is a concession that the mark sought to be registered is merely descriptive of applicant's goods. In re Leatherman Tool Grp., Inc., 32 USPQ2d 1443, 1444 (TTAB 1994); see Yamaha Int'l Corp. v. Hoshino Gakki Co., 840 F.2d 1572, 1577, 6 USPQ2d 1001, 1005 (Fed. Cir. 1988).

Finally, the TTAB in the applicant's companion Application numbered 86207702 affirmed that "NOVELTYLIGHTS" is in fact descriptive of the identified goods.

**Acquired Distinctiveness - Evidence Insufficient - Section 2(f):**

With respect to applicant's claim of acquired distinctiveness, applicant previously asserted a claim of acquired distinctiveness based on five years' use in commerce. However, as the previously provided evidence demonstrated, the allegation of five years' use is insufficient to show acquired distinctiveness because the applied-for mark is highly descriptive of applicant's goods. In re Kalmbach Publ'g Co., 14 USPQ2d 1490, 1492 (TTAB 1989); TMEP §1212.05(a). Additional evidence was required.

When asserting a Trademark Act Section 2(f) claim, the burden of proving that a mark has acquired distinctiveness is on the applicant. Yamaha Int'l Corp. v. Yoshino Gakki Co., 840 F.2d 1572, 1578-79, 6 USPQ2d 1001, 1004 (Fed. Cir. 1988); In re Meyer & Wenthe, Inc., 267 F.2d 945, 948, 122 USPQ 372, 375 (C.C.P.A. 1959); TMEP §1212.01. Thus, applicant has the burden of establishing that the purchasing public has come to view the proposed mark as an indicator of origin.

To support the claim of acquired distinctiveness, applicant was advised that submitting additional evidence was required. Such evidence may include specific dollar sales under the mark, advertising figures, samples of advertising, consumer or dealer statements of recognition of the mark as a source identifier, affidavits, and any other evidence that establishes the distinctiveness of the mark as an indicator of source. See 37 C.F.R. §2.41(a); In re Ideal Indus., Inc., 508 F.2d 1336, 1339-40, 184 USPQ 487, 489-90 (C.C.P.A. 1975); In re Instant Transactions Corp. of Am., 201 USPQ 957, 958-59 (TTAB 1979); TMEP §§1212.06 et seq.

The following factors are generally considered when determining whether a proposed mark has acquired distinctiveness based on extrinsic evidence: (1) length and exclusivity of use of the mark in the United States by applicant; (2) the type, expense, and amount of advertising of the mark in the United States; and (3) applicant's efforts in the United States to associate the mark with the source of the goods and/or services, such as unsolicited media coverage and consumer studies. See In re Steelbuilding.com, 415 F.3d 1293, 1300, 75 USPQ2d 1420, 1424 (Fed. Cir. 2005); Bd. of Trs. v. Pitts, Jr., 107 USPQ2d 2001, 2016 (TTAB 2013).

A showing of acquired distinctiveness need not consider all these factors, and no single factor is determinative. In re Steelbuilding.com, 415 F.3d at 1300, 75 USPQ2d at 1424; see TMEP §§1212.06 et seq. The USPTO will decide each case on its own merits.

The following evidence has been provided in support of such claim: a statement that the proposed mark has been used for 11 plus years, evidence of sales and advertising expenditures, two pictures of product packaging, two product catalogs for 2011/12 ad 2014/15, a screen shot of Applicant's website, listing of Ebay® feedback for products sold on the auction site, a single local paper article/story about the applicant, 350 pages of product reviews from resellers ratings by applicant's purchasers and a declaration from the owner of the business applying for the registration of the proposed mark.

If the applied-for mark is ultimately determined to be merely descriptive and not generic, the Section 2(f) evidence is insufficient to show acquired distinctiveness. Specifically, although the length of use of the proposed mark in the United States by applicant has been considered, and it is noted that the applicant asserts use of at least 11 plus years, however, as indicated previously the allegation of the statutory minimum five years' use is insufficient to show acquired distinctiveness because the literal element in the applied-for mark, NOVELTY LIGHTS is highly descriptive of applicant's identified goods. In re Kalmbach Publ'g Co., 14 USPQ2d 1490, 1492 (TTAB 1989); TMEP §1212.05(a).

The applicant provided significant sales figures in support of its claim of acquired distinctiveness. Significant sales and growth in sales are insufficient to establish acquired distinctiveness because it may be indicative of popularity of the product rather than recognition of the proposed mark as a source indicator. See In re Bongram International Corp.,894 F.2d 1316, 13 USPQ2d 1727 (Fed Cir. 1990); In re Leatherman Tool Group Inc., 32 USPQ2d 1443 (1994).

Additionally, applicant has provided advertising numbers and expenses associated with the use of the proposed mark in advertising applicant's goods in the United States. While these figures purport to show the expenditures for advertising the applicant business and/or goods, the figures are just numbers. Even when considered in connection with the actual advertising materials of record consisting of two shipping packages, two annual catalogs (100,000 circulation) and applicant's website all with the proposed mark placed thereon the materials do not indicate a significant effort to associate the mark with the source of the goods. The applicant provides a single local paper article representing unsolicited media coverage. In reviewing the evidence of record the applicant has provided little evidence to support its efforts to associate the mark with the source of the goods.

Additionally, it appears that many others are using the wording NOVELTY LIGHTS and that applicant's use is not substantially exclusive over the 11 years claimed. Applicant argues that the previous eight

websites showing use of the terms is not a sufficient showing. As the newly attached and previously attached evidence demonstrates, the use of the wording NOVELTY LIGHTS is not substantially exclusive as required under TMEP § 1212.05(b). ). The examining attorney has provided significant evidence of third party use of the wording NOVELTY LIGHTS to identify the same goods and services selling those goods. The evidence of record clearly shows that independent third party use is in fact substantial and not occasional. The existence of numerous third party users of the mark, even if junior to the applicant's use, has a material impact on the Applicant's claim distinctiveness. See Flowers Indus. Inc. v. Interstate Brands Corp., 5 USPQ2d 1580, 1588-89 (TTAB 1987).

Therefore, under such circumstances an application for registration under Section 2(f) cannot be successful, for distinctiveness on which purchasers may rely is lacking. This evidence clearly shows that the applicant's use of NOVELTYLIGHTS is not substantially exclusive as required for a claim of Acquired Distinctiveness under Section 2(f).

Finally, the TTAB in the applicant's companion Application numbered 86207702 affirmed the denial of the claim of acquired distinctiveness under Section 2(f) based on the same evidence and arguments as are presented here.

**Conclusion:**

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

As 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).

/JSD/

Jeffrey S. DeFord

Examining Attorney

Law Office 115

United States Patent & Trademark Office

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demandware Demandware named a leader in the Gartner Magic Quadrant for Digital Commerce VIEW FULL REPORT Gartner

# Definition of light

English Learner Specialist English

## light

(lart )

Word Frequency

### Definitions

Collins English Dictionary

*noun*

1. the medium of illumination that makes sight possible
2. *Also called:* **visible radiation** electromagnetic radiation that is capable of causing a visual sensation and has wavelengths from about 380 to about 780 nanometres
3. (*not in technical usage*) electromagnetic radiation that has a wavelength outside this range, esp ultraviolet radiation ⇒ *ultraviolet light*
4. the sensation experienced when electromagnetic radiation within the visible spectrum falls on the retina of the eye ▸ Related prefix: photo-
5. anything that illuminates, such as a lamp or candle
6. *See* traffic light
7. a particular quality or type of light ⇒ *a good light for reading*
8. a. illumination from the sun during the day; daylight
   b. the time this appears; daybreak; dawn
9. anything that allows the entrance of light, such as a window or compartment of a window
10. the condition of being visible or known (esp in the phrases **bring** *or* **come to light**)
11. an aspect or view ⇒ *he saw it in a different light*
12. mental understanding or spiritual insight
13. a person considered to be an authority or leader

**per ardua ad astra**

through difficulties to the stars: the motto of the RAF

Word of the day

Train like a Scrabble champion

14. brightness of countenance, esp a sparkle in the eyes
15. a. the act of igniting or kindling something, such as a cigarette
    b. something that ignites or kindles, esp in a specified manner, such as a spark or flame
    c. something used for igniting or kindling, such as a match
16. *See* lighthouse
17. a. the effect of illumination on objects or scenes, as created in a picture
    b. an area of brightness in a picture, as opposed to shade
18. *a poetic or archaic word for* eyesight
19. the answer to a clue in a crossword
20. *See* in light of
21. *See* light at the end of the tunnel
22. *See* out like a light
23. *See* see the light
24. *See* see the light
25. *See* shed light on
26. *See* stand in a person's light
27. *See* strike a light

*adjective*

28. full of light; well-lighted
29. (of a colour) reflecting or transmitting a large amount of light ⇒ *light yellow. Compare* medium (sense 2), dark (sense 2)
30. *phonetics* relating to or denoting an (l) pronounced with front vowel resonance; clear ⇒ *the French "l" is much lighter than that of English. See* dark (sense 9)

*verb*

**Word forms:** lights, lighting, lighted *or* lit (lɪt )

31. to ignite or cause to ignite
32. (often foll by *up*) to illuminate or cause to illuminate
33. to make or become cheerful or animated
34. (*transitive*) to guide or lead by light

## Derived Forms

lightish (ˈlightish) ***adjective***
lightless (ˈlightless) ***adjective***

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SCRABBLE™
Scrabble score for 'light': 9

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palaeoearthquakes
maladaptive daydr...
cometesimals
high-functioning ...
high-functioning ...
eustress

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Related Terms

## Word Origin

Old English *lēoht*; related to Old High German *lioht*, Gothic *liuhath*, Latin *lux*

# light[2]

(laɪt )

## Definitions

**Collins English Dictionary**

***adjective***

1. not heavy; weighing relatively little
2. having relatively low density ⇒ *magnesium is a light metal*
3. lacking sufficient weight; not agreeing with standard or official weights
4. not great in degree, intensity, or number ⇒ *light rain*, ⇒ *a light eater*
5. without burdens, difficulties, or problems; easily borne or done ⇒ *a light heart*, ⇒ *light work*
6. graceful, agile, or deft ⇒ *light fingers*
7. not bulky or clumsy
8. not serious or profound; entertaining ⇒ *light verse*
9. without importance or consequence; insignificant ⇒ *no light matter*
10. frivolous or capricious
11. loose in morals
12. dizzy or unclear ⇒ *a light head*
13. (of bread, cake, etc) spongy or well leavened
14. easily digested ⇒ *a light meal*
15. relatively low in alcoholic content ⇒ *a light wine*
16. (of a soil) having a crumbly texture
17. *(of a vessel, lorry, etc)*
    a. designed to carry light loads
    b. not loaded
18. carrying light arms or equipment ⇒ *light infantry*
19. (of an industry) engaged in the production of small consumer goods using light machinery. *Compare* heavy (sense 10)
20. *aeronautics* (of an aircraft) having a maximum take-off weight less than 5670 kilograms (12 500 pounds)

5 results

arc light
fog light
key light
light air
light ale

Browse nearby words

liger
Ligeti
ligged
light
light adaptation
light air
light aircraft

All ENGLISH words that begin with 'L'.

21. *chemistry* (of an oil fraction obtained from coal tar) having a boiling range between about 100° and 210°C
22. (of a railway) having a narrow gauge, or in some cases a standard gauge with speed or load restrictions not applied to a main line
23. *bridge*
    a. (of a bid) made on insufficient values
    b. (of a player) having failed to take sufficient tricks to make his contract
24. *phonetics, prosody* (of a syllable, vowel, etc) unaccented or weakly stressed; short. *Compare* heavy (sense 13). *See also* light[1] (sense 30)
25. *phonetics* the least of three levels of stress in an utterance, in such languages as English
26. *See* light on
27. *See* make light of

*adverb*

28. a less common word for **lightly**
29. with little equipment, baggage, etc ⇒ *to travel light*

*verb*

**Word forms:** lights, lighting, lighted *or* lit (lɪt )

(*intransitive*)

30. (esp of birds) to settle or land after flight
31. to get down from a horse, vehicle, etc
32. (*foll by on* or *upon*) to come upon unexpectedly
33. to strike or fall on ⇒ *the choice lighted on me*

## Derived Forms

lightish (ˈlightish) ***adjective***
lightly (ˈlightly) ***adverb***
lightness (ˈlightness) ***noun***

## Word Origin

Old English *lēoht*; related to Dutch *licht*, Gothic *leihts*

# Light

# Light

(lait )

## Definitions

**Collins English Dictionary**

*noun*

1. God regarded as a source of illuminating grace and strength
2. *Quakerism short for* Inner Light

# light - brightness or illumination

(lait )

*Powered by* COBUILD

**Word forms:** lights , lighting , lit , lighted , lighter , lightest

## Definitions

**COBUILD Advanced British English Dictionary**

**LANGUAGE NOTE:**
The form **lit** is the usual past tense and past participle, but the form **lighted** is also used.

Please look at category [sense 26] to see if the expression you are looking for is shown under another headword.

1. *uncount noun [oft the N]*

   **Light** is the brightness that lets you see things. Light comes from sources such as the sun, moon, lamps, and fire. ⇒ *Cracks of light filtered through the shutters.* ⇒ *Light and water in embassy buildings were cut off.* ⇒ *It was difficult to see in the dim light.* ⇒ *...ultraviolet light.*

2. *countable noun*

   A **light** is something such as an electric lamp which produces light. ⇒ *The janitor comes round to turn the lights out.* ⇒ *You get into the music, the lights and the people around you.* ⇒ *...street lights.*

3. *plural noun*

   You can use **lights** to refer to a set of traffic lights. ⇒ *...the heavy city traffic with its endless delays at lights and crossings.*

4. *verb*

   If a place or object **is lit** by something, it has light shining on it. *[V n]* ⇒ *It was dark and a giant moon lit the road so brightly you could see the landscape clearly.* *[be V-ed]* ⇒ *The room was lit by only the one light.* *[V n + with]* ⇒ *The low sun lit the fortress walls with yellow light.* *[V-ed]* ⇒ *...the little lighted space at the bottom of the stairwell.*

5. *graded adjective & adjective*

   If it is **light**, the sun is providing light at the beginning or end of the day. ⇒ *It was still light when we arrived at Lalong Creek.* ⇒ *He would often rise as soon as it was light and go into the garden.* ⇒ *...light summer evenings.*

⇒ *He would often rise as soon as it was light and go into the garden.* ⇒ *...light summer evenings.*

6. *graded adjective* & *adjective*

If a room or building is **light**, it has a lot of natural light in it, for example because it has large windows. ⇒ *It is a light room with tall windows.* ⇒ *Her house is light and airy, crisp and clean.*

**lightness** *uncount noun [+ of]* ⇒ *The dark green spare bedroom is in total contrast to the lightness of the large main bedroom.*

7. *ergative verb* & *verb*

If you **light** something such as a cigarette or fire, or if it **lights**, it starts burning. *[V n]* ⇒ *Stephen hunched down to light a cigarette.* *[V]* ⇒ *If the charcoal does fail to light, use a special liquid spray and light it with a long taper.* *[V-ed]* ⇒ *...a lighted candle.*

8. *singular noun*

If someone asks you for **a light**, they want a match or cigarette lighter so they can start smoking. *[informal]* ⇒ *Have you got a light anybody?*

9. *countable noun*

If something is presented in a particular **light**, it is presented so that you think about it in a particular way or so that it appears to be of a particular nature. ⇒ *He has worked hard in recent months to portray New York in a better light.*

10. *singular noun [the N of n]*

You can refer to the type of influence that something has on situations, people, or things as **the light of** that situation, person, or thing. *[written]* ⇒ *...the harsh light of reality.*

11. *plural noun [prep poss N]*

You say that something is done or is acceptable according to someone's **lights** when you mean that it is done or is acceptable according to their own ideas and standards. *[formal]* ⇒ *They can get on with running the school system according to their own lights and in their own interests.*

12. *singular noun [usu N in n]*

If there is a **light** in someone's eyes, there is an expression in their eyes that shows you the mood they are in or what they are thinking about. *[literary]* **glint**, **gleam** ⇒ *I remembered the curious expectant light in his eyes.*

13. → *see also* lighter, lighting, bright lights, night light, pilot light, red light

14. → come to light/bring sth to light

15. → light dawns on sb

16. → first light

17. → give sb a green light

18. → in the light of sth

19. → out like a light

20. → to see the light of day/see the light

21. → to see the light of day
22. → to see the light
23. → set light to sth
24. → to shed light on something
25. → light at the end of the tunnel
26. → all sweetness and light

► → light on
► → light up
► → light upon

# light - not great in weight, amount, or intensity

(laɪt )

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**Word forms:** lighter , lightest

## Definitions

**COBUILD Advanced British English Dictionary**

1. *graded adjective* & *adjective*

   Something that is **light** does not weigh very much, or weighs less than you would expect it to. ⇒ *Modern tennis rackets are now apparently 20 per cent lighter.* ⇒ *...weight training with light weights.* ⇒ *Try to wear light, loose clothes.*

   **lightness** *uncount noun [+ of]* ⇒ *The toughness, lightness, strength, and elasticity of whalebone gave it a wide variety of uses.*

2. *graded adjective* & *adjective*

   Something that is **light** is not very great in amount, degree, or intensity. ⇒ *It's a Sunday like any other with the usual light traffic in the city.* ⇒ *Trading was very light ahead of yesterday's auction.* ⇒ *...a light breeze.*

   **lightly** *graded adverb* & *adverb [usu ADV -ed, oft ADV after v]* ⇒ *Put the onions in the pan and cook until lightly browned.* ⇒ *...the small and lightly armed U.N. contingent.*

3. *adjective [ADJ n]*

   **Light** equipment and machines are small and easily moved, especially because they are not heavy. ⇒ *...a convoy of light armoured vehicles.* ⇒ *They used light machine guns and AK forty-sevens.*

4. *graded adjective*

   Soil that is **light** is easy to dig, because it has a loose texture and is not sticky or solid. ⇒ *Less chemical gets into the sub-soil which is particularly important with the light, tropical soils.*

5. *graded adjective* & *adjective*

Something that is **light** is very pale in colour. *[+ in]* ⇒ *The walls are light in colour and covered in paper.* ⇒ *He is light haired with gray eyes.*

**Light** is also a combining form. ⇒ *We know he has a light green van.* ⇒ *...a light blue box.*

6. *graded adjective* & *adjective [ADJ n]*

A **light** sleep is one that is easily disturbed and in which you are often aware of the things around you. If you are a **light** sleeper, you are easily woken when you are asleep. ⇒ *She had drifted into a light sleep.* ⇒ *She was usually a light sleeper.*

**lightly** *graded adverb* & *adverb [ADV after v]* ⇒ *He was dozing lightly in his chair.*

7. *graded adjective* & *adjective*

A **light** sound, for example someone's voice, is pleasantly quiet. ⇒ *The voice was sweet and light.*

8. *graded adjective* & *adjective*

A **light** meal consists of a small amount of food, or of food that is easy to digest. ⇒ *...a light, healthy lunch.* ⇒ *...wine and cheese or other light refreshment.*

**lightly** *graded adverb* & *adverb [ADV after v]* ⇒ *She found it impossible to eat lightly.*

9. *graded adjective*

Food that is **light** has a delicate flavour and is easy to digest. ⇒ *Berti's clear tomato soup is deliciously light.* ⇒ *Bake salmon in foil or poach in a light stock for 8-10 minutes.* ⇒ *...light table wines.*

10. *graded adjective* & *adjective [usu ADJ n]*

**Light** work does not involve much physical effort. ⇒ *He was on the training field for some light work yesterday.*

11. *graded adjective* & *adjective*

If you describe the result of an action or a punishment as **light**, you mean that it is less serious or severe than you expected. ⇒ *She confessed her astonishment at her light sentence when her father visited her at the jail.*

**lightly** *graded adverb* & *adverb [ADV after v]* ⇒ *One of the accused got off lightly in exchange for pleading guilty to withholding information from Congress.*

12. *graded adjective* & *adjective*

Movements and actions that are **light** are graceful or gentle and are done with very little force or effort. ⇒ *Use a light touch when applying cream or make-up.* ⇒ *There was a light knock at the door.*

**lightly** *graded adverb* & *adverb [ADV with v]* ⇒ *He kissed her lightly on the mouth.* ⇒ *Knead the dough very lightly.*

**lightness** *uncount noun* ⇒ *She danced with a grace and lightness that were breathtaking.*

13. → *see also* lighter

## light - unimportant or not serious

(lait )

*Powered by* COBUILD

**Word forms:** lighter , lightest

## Definitions

**COBUILD Advanced British English Dictionary**

Please look at category [sense 5] to see if the expression you are looking for is shown under another headword.

1. *graded adjective* & *adjective* *[usu ADJ n]*

   If you describe things such as books, music, and films as **light**, you mean that they entertain you without making you think very deeply. ⇒ *He doesn't like me reading light novels.* ⇒ *...light classical music.* ⇒ *...a light entertainment programme.*

2. *graded adjective* & *adjective* *[usu ADJ n]*

   If you say something in a **light** way, you sound as if you think that something is not important or serious. ⇒ *Talk to him in a friendly, light way about the relationship.* ⇒ *Let's finish on a lighter note.*

   **lightly** *graded adverb* & *adverb* *[ADV after v]* ⇒ *'Once a detective, always a detective,' he said lightly.*

   **lightness** *uncount noun* ⇒ *'I'm not an authority on them,' Jessica said with forced lightness.*

3. *graded adjective* & *adjective*

   If you say that something is not a **light** matter, you mean that it should be treated or considered as being important and serious. ⇒ *It can be no light matter for the Home Office that so many young prisoners should have wanted to kill or injure themselves.*

   **lightly** *graded adverb* & *adverb* *[ADV with v]* ⇒ *His allegations cannot be lightly dismissed.*

4. → make light of sth

5. → *see also* lighter

6. → to make light work of

# light

(laɪt)

*Powered by* COBUILD

**Word forms:** *(regular plural)* lights

## Definitions

**COBUILD Key Words for Automotive Engineering**

*noun*

(***Automotive engineering***: *Vehicle components, Bodywork, controls, and accessories*) A **light** is a window in a passenger vehicle.

⇒ *The car is a six-**light** saloon in black with gray trim.*

⇒ *As well as referring to headlights, the word **light** can also mean a window or part of a window divided by a vertical support.*

⇒ *They preferred the simplicity of the two-**light** body styling.*

# light

(lart)

Powered by COBUILD

**Word forms:** *(regular plural)* lights

## Definitions

**COBUILD Key Words for Chemical Engineering**

*noun*

(***Chemical Engineering***: *Distillation*) A **light** is a component which has a lower boiling temperature in a distillation process.

⇒ *The propylene oxide is further purified by removal of* **lights** *and heavies via distillation.*

⇒ *The vinyl chloride is purified by fractional distillation, and the proportion of* **lights** *and heavies is strictly controlled.*

⇒ *A* **light** *is a component which has a lower boiling temperature in a distillation process.*

▸ heavy

## Example sentences containing 'light'

She turned her head, ignoring the pain the movement caused as the square of bright light intruded.
***Jennifer Fallon*** *TREASON KEEP*

There was no street light here; the closest was at least thirty or forty metres up the street.
***Jon Cleary*** *YESTERDAY'S SHADOW*

He was dressed in golden armour that glittered in the dull afternoon light.
***Jennifer Fallon*** *TREASON KEEP*

Her face was clearly visible in the light from the open van door.
***Lisa Scottoline*** *ROUGH JUSTICE*

## Similar Words

**brightness**, illumination, luminosity, luminescence, ray of light, flash of light, shining, glow, blaze, sparkle, glare, gleam, brilliance, glint, lustre, radiance, incandescence, phosphorescence, scintillation, effulgence, lambency, refulgence

**lamp**, bulb, torch, candle, flare, beacon, lighthouse, lantern, taper

**match**, spark, flame, lighter

**aspect**, approach, attitude, context, angle, point of view, interpretation, viewpoint, slant, standpoint, vantage point

**understanding**, knowledge, awareness, insight, information, explanation, illustration, enlightenment, comprehension, illumination, elucidation

**daybreak**, morning, dawn, sun, sunrise, sunshine, sunlight, daylight, daytime, sunbeam, morn *(poetic)*, cockcrow, broad day

**bright**, brilliant, shining, glowing, sunny, illuminated, luminous, well-lighted, well-lit, lustrous, aglow, well-illuminated

**pale**, fair, faded, blonde, blond, bleached, pastel, light-coloured, whitish, light-toned, light-hued

**illuminate**, light up, brighten, lighten, put on, turn on, clarify, switch on, floodlight, irradiate, illumine, flood with light

**ignite**, inflame, fire, torch, kindle, touch off, set alight, set a match to

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**insubstantial**, thin, delicate, lightweight, easy, slight, portable, buoyant, airy, flimsy, underweight, not heavy, transportable, lightsome, imponderous

**weak**, soft, gentle, moderate, slight, mild, faint, indistinct

**crumbly**, loose, sandy, porous, spongy, friable

**digestible**, small, restricted, modest, frugal, not rich, not heavy

**undemanding**, easy, simple, moderate, manageable, effortless, cushy *(informal)*, untaxing, unexacting

**insignificant**, small, minute, tiny, slight, petty, trivial, trifling, inconsequential, inconsiderable, unsubstantial

**light-hearted**, pleasing, funny, entertaining, amusing, diverting, witty, trivial, superficial, humorous, gay, trifling, frivolous, unserious

**carefree**, happy, bright, lively, sunny, cheerful, animated, merry, gay, airy, frivolous, cheery, untroubled, blithe, light-hearted

**nimble**, graceful, airy, deft, agile, sprightly, lithe, limber, lissom, light-footed, sylphlike

**dizzy**, reeling, faint, volatile, giddy, unsteady, light-headed

View thesaurus entry

## Word usage trends for "light"

View usage over: Last 10 years

## Translations for 'light'

British English: light /laɪt/ ADJECTIVE

**weighing little** Something that is *light* is not heavy. *The chair is quite light so we can move it if we want to.*

Arabic: خفيف

Brazilian Portuguese: leve

Chinese: 轻的

Japanese: 軽い not heavy

Korean: 가벼운

Norwegian: lett