

ESTTA Tracking number: **ESTTA730358**

Filing date: **02/29/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	86347651
Applicant	Active Angelz, LLC
Applied for Mark	ALII
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Submission	Appeal Brief
Attachments	2016-02-29 ALII Appeal Brief.pdf(609465 bytes) Exh_A_Registration_Certificate_4096097.pdf(1937427 bytes) Exh_B_2015-04-17_86-494,820_Office_Action.pdf(511558 bytes) Exh_C_Ali'i_Collection.pdf(175508 bytes) Exh_D_Ali'i_Collection.pdf(95849 bytes)
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Date	02/29/2016

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Date: February 29, 2016

By: 

Robert Hart

Attorney Docket No.: AAZ14T001US

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In re Application of:

Active Angelz, LLC

Examining Attorney: E. Nelson

Serial No: 86/347,651

Law Office: 106

Filed: July 24, 2014

Mark: ALII

APPEAL BRIEF

Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, Virginia 22313-1451

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I. DESCRIPTION OF THE RECORD

The record consists of U.S. Application, Serial No. 86/347,651, including a first Office Action, a response to the first Office Action, a second Office Action in the form of a Final Rejection, a response to the second Office Action (Final Rejection) and a request for reconsideration, a Notice of Appeal, and the denial of the request for reconsideration. In addition to the arguments, exhibits attached to communications from both the Office and the Applicant comprise the record.

II. STATEMENT OF THE ISSUES

The sole issue presented to the Board is whether the Applicant's mark ALII is confusingly similar to the registered mark ALI'I COLLECTION, and thus, is not entitled to registration on the Principal Register. The Applicant contends that the mark ALII is not confusingly similar to the registered mark ALI'I COLLECTION, and that this application should be allowed and passed to publication.

III. RECITATION OF THE FACTS

The application was filed on July 24, 2014. A first Office Action ("OA1") issued on November 6, 2014. The Office found one conflicting mark, U.S. Registration No. 4,163,947 for the mark ALI'I COLLECTION in International Class 025 for "footwear" and refused registration of the mark, *inter alia*, stating that a likelihood of confusion existed between the registered mark and the Applicant's mark ALII also in International Class 025 for "Athletic apparel, namely, shirts, pants, jackets, headwear, hats and caps, undergarments, athletic uniforms."

In response, on May 6, 2015, the Applicant amended the International Class 025 goods to

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“Athletic apparel, namely, shirts, pants, jackets, headwear, hats and caps, undergarments, athletic uniforms and specifically excluding footwear.”

A second Office Action (“OA2”) issued on May 28, 2015. Although the Trademark Office continued its rejection of the Applicant’s mark ALII on the basis that the Applicant’s mark ALII presented a likelihood of confusion in view of the Registrant’s mark ALI’I COLLECTION.

A response and request for reconsideration was filed on November 30, 2015. An appeal was filed simultaneously with the Board. Despite the Trademark Office’s arguments and Applicant’s addressing of these arguments, the request for reconsideration was denied stating that no new written facts or reasons had been presented. Since the issuance of the Trademark Office’s denial of Applicant’s Request for Reconsideration on December 21, 2015, new facts have developed that the Applicant seeks to bring to the Board’s attention.

IV. ARGUMENTS

A. Introduction

The refusal to register the Applicant’s proposed mark is solely based on the Office’s contention that the Applicant’s mark ALII presents a likelihood of confusion in view of U.S. Registration No. 4,163,947 (“the ’947 Registration”) for the mark ALI’I COLLECTION in International Class 025 for “footwear.” Throughout the prosecution of the Applicant’s application the Trademark Office has offered arguments in support of this contention.

Recently, the Applicant had another mark with the term ALII in it that registered and the Applicant has also disclaimed the goods “footwear” from its mark and believes that the

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Applicant's mark ALII is distinctive from the registered mark ALI'I COLLECTION and poses little to no likelihood of confusion.

B. The Applicant Was Recently Received A Registration for a Mark Having the Term ALII That Was Not Found to be Confusingly Similar to the Mark ALI'I COLLECTIONS.

On February 23, 2016, the Applicant received U.S. Registration No. 4,906,097 ("the '097 Registration") (Exhibit A) for the mark A ALII SPORT in International Class 025 for the goods "Athletic apparel, namely, shirts, pants, jackets, headwear, hats and caps, undergarments, athletic uniforms, dresses, skirts, and swimwear." The Trademark Office determined that '097 Registration was not confusingly similar to the mark ALI'I COLLECTION and stated in the Office Action of April 16, 2015:

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d). (April 16, 2015 Office Action in the '097 Registration, page 2) (Exhibit B).

On February 23, 2016, the Trademark Office registered the Applicant's mark A ALII SPORT for the goods "Athletic apparel, namely, shirts, pants, jackets, headwear, hats and caps, undergarments, athletic uniforms, dresses, skirts, and swimwear" in International Class 025.

The Applicant now has two commonly owned marks. One registered in International Class 025 with the term ALII that was found by the Trademark Office to not be confusingly similar to the '947 Registration for the mark ALI'I COLLECTION. The other mark also in

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International Class 025 for essentially the same goods stands rejected based on a likelihood of confusion in view of the registered mark ALI'I COLLECTION.

Applicant believes that this scenario where one mark with the term ALII was registered and one was rejected is internally inconsistent in the Trademark Office. Thus, the appropriate course of action is for the Trademark Office to allow the Applicant's ALII mark that is the subject of this Appeal. No third party rights are negatively affected because third parties still have an opportunity to initiate an opposition proceeding if they believe the Applicant's ALII mark does present a likelihood of confusion. Therefore, the Applicant requests that the Trademark Trial and Appeal Board allow the Applicant's ALII mark that is the subject of this Appeal.

C. The Applicant Was Recently Received A Registration for a Mark Having the Term ALII That Was Not Found to be Confusingly Similar to the Mark ALI'I COLLECTIONS.

The Trademark Office refuses registration of the Applicant's mark ALII for "athletic apparel, namely, shirts, pants, jackets, headwear, hats and caps, undergarments, athletic uniforms and specifically excluding footwear" stating that it is likely to cause confusion with the '947 Registration for ALI'I COLLECTION in International Class 025 for "footwear." The Applicant respectfully disagrees and traverses this refusal.

The proposed mark is ALII. In contrast, the cited mark is the '947 Registration for ALI'I COLLECTION. These marks are not highly similar, and the meanings imparted by each mark differentiate these marks upon sight.

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The Applicant contends that the proposed mark and the pending mark vastly differ in sight, sound and meaning. With respect to sound, “[s]imilarity in sound is one factor in determining whether the marks are confusingly similar.” *See In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973); *In re White Swan, Ltd.*, 8 USPQ2d 1534, 1535 (TTAB 1988). TTAB 1207.01(b)(iv). In the present case, the Applicant’s proposed mark is ALII, one word and one syllable while the Registrant’s mark is ALI’I COLLECTION, two words and four syllables. Thus, visually, and auditorily, these marks present different commercial impressions.

Further, “[s]imilarity in meaning or connotation is another factor in determining whether the marks are confusingly similar.” *See In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973); *In re Cynosure, Inc.*, 90 USPQ2d 1644, 1645-46 (TTAB 2009). TMEP 1207.01(b)(v). In analyzing meaning or connotation, “[t]he meaning or connotation of a mark must be determined in relation to the named goods or services.” TMEP 1207.01(b)(v). In the present case, the Registrant’s mark is ALI’I COLLECTION. In this instance, the “ALI’I” is also known to mean “royal” and thus the meaning essentially becomes “royal collection.” While the Applicant’s mark ALII could be interpreted as “royal” or as the term “Al two.” Here, the word “ALII” and “ALI’I” conveys potentially the same meaning or a different meaning altogether. When coupled with the fact that the Applicant’s goods specifically disclaim footwear, these vastly different meanings differentiate and distinguish these marks such that no likelihood of confusion would be created by the existence of both marks in the marketplace.

Indeed, as stated above, the Applicant’s mark, ALII, at most, suggests that the product,

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e.g., is of fine quality, is excellent, for example, for a particular purpose. Thus, it is likely that the mark will be perceived by consumers as either an entirely arbitrary designation, or arguably, as being suggestive of the type of product, especially if the consumer is not aware of Hawaiian culture and terminology. Accordingly, the proposed mark creates a sufficiently different commercial impression when applied to the goods such that no likelihood of confusion would result. (“Even marks that are identical in sound and/or appearance may create sufficiently different commercial impressions when applied to the respective parties’ goods or services so that there is no likelihood of confusion. *See, e.g., In re Sears, Roebuck & Co.*, 2 USPQ2d 1312, 1314 (TTAB 1987) (holding CROSS-OVER for bras and CROSSOVER for ladies’ sportswear not likely to cause confusion, noting that the term "CROSS-OVER" was suggestive of the construction of applicant’s bras, whereas “CROSSOVER,” as applied to registrant’s goods, was “likely to be perceived by purchasers either as an entirely arbitrary designation, or as being suggestive of sportswear which “crosses over” the line between informal and more formal wear . . . or the line between two seasons”); *In re British Bulldog, Ltd.*, 224 USPQ 854, 856 (TTAB 1984) (holding PLAYERS for men’s underwear and PLAYERS for shoes not likely to cause confusion, agreeing with applicant’s argument that the term "PLAYERS" implies a fit, style, color, and durability suitable for outdoor activities when applied to shoes, but “implies something else, primarily indoors in nature” when applied to men’s underwear); *In re Sydel Lingerie Co.*, 197 USPQ 629, 630 (TTAB 1977) (holding BOTTOMS UP for ladies’ and children’s underwear and BOTTOMS UP for men’s clothing not likely to cause confusion, noting that the wording connotes the drinking phrase “Drink Up” when applied to men’s clothing, but does not have this connotation when applied to ladies’ and children’s underwear).)

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If CROSS-OVER for bras and CROSSOVER for ladies' sportswear, PLAYERS for shoes and PLAYERS for men's underwear, and BOTTOMS UP for ladies' and children's underwear and BOTTOMS UP for men's clothing, could each be found to not create a likelihood of confusion, despite the exact same mark in each instance (except for the hyphen in CROSS-OVER) and highly related goods, then ALII for "athletic apparel, namely, shirts, pants, jackets, headwear, hats and caps, undergarments, athletic uniforms and specifically excluding footwear," and ALI'I COLLECTION for "footwear" are similarly not likely to cause confusion.

In the present case, the proposed mark and the cited mark are not identical, and do not connote similar meanings or commercial impressions. As set forth in the TMEP, "[t]he issue is not whether the respective marks themselves, or the goods or services offered under the marks, are likely to be confused but, rather, whether there is a likelihood of confusion as to the source or sponsorship of the goods or services because of the marks used thereon." *See, e.g., Paula Payne Prods. Co. v. Johnson's Publ'g Co.*, 473 F.2d 901, 902, 177 USPQ 76, 77 (C.C.P.A. 1973) ("[T]he question is not whether people will confuse the marks, but rather whether the marks will confuse people into believing that the goods they identify emanate from the same source."); *In re Shell Oil Co.*, 992 F.2d 1204, 1207, 26 USPQ2d 1687, 1689 (Fed. Cir. 1993) ("The degree of 'relatedness' must be viewed in the context of all the factors in determining whether the services are sufficiently related that a reasonable consumer would be confused as to source or sponsorship."); *In re Binion*, 93 USPQ2d 1531, 1534, 1535 (TTAB 2009). TMEP 1207.01.

In the present matter, the totality of the circumstances dictates that no likelihood of confusion will result from the concurrent use and registration of the proposed mark. The goods identified in Registrant's registration are directed to footwear, which require the consumer to

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associate the product with products that go one one's feet.

In contrast, Applicant's goods are directed to a very specific aspect of the marketplace, namely, those interested athletic apparel. These consumers are typically seeking stylistic fashions for use in the consumer's athletic activities. These two categories of do not automatically lend itself to a cross-over of consumers in the marketplace. Due to the differences in the products, it is unlikely that anyone who encounters different products will likely confuse Applicant's mark, or believe that the products associated with each mark emanates from a common source. Even in the event of some minimal overlap, consumers in each marketplace are sophisticated and would not be confused by the coexistence of the Applicant's mark. In light of the above, the Applicant respectfully contends that there is no likelihood of confusion between the proposed mark and the cited registration.

The Trademark Office states on page 3 of the Final Rejection that Applicant's previously submitted arguments are "without merit." This claim is without merit. The presumption under Trademark Act Section 7(b), 15 U.S.C. §1057(b), is that the registrant is the owner of the mark and that use of the mark extends to all goods and/or services identified in the registration. The presumption also implies that the registrant operates in all normal channels of trade and reaches all classes of purchasers of the identified goods and/or services. *In re Melville Corp.*, 18 USPQ2d 1386, 1389 (TTAB 1991); *McDonald's Corp. v. McKinley*, 13 USPQ2d 1895, 1899 (TTAB 1989); *RE/MAX of Am., Inc. v. Realty Mart, Inc.*, 207 USPQ 960, 964-65 (TTAB 1980); *see* TMEP §1207.01(a)(iii).

Yet there is a specific disclaimer in the Applicant's goods for "footwear" and no mention of "apparel" in the Registrant's goods description. The Trademark Office has a presumption that

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the mark extends to “all claimed goods,” but there is no mention of shared goods in the Applicant’s and Registrant’s marks.

As for the Trademark Office’s statement that “attached stories from the Internet “athletic apparel” and “footwear” are considered as part of the same industry and are at the very least inter-related articles of clothing that are sold in the same market place” is flawed. The Registrant’s mark ALI’I COLLECTION is associated with premium men’s footwear “... celebrating the Ancient Hawaiian Royals.” Exhibit C (<http://www.supthemag.com/news/industry-news-olukai-introduces-the-exclusive-alii-collection/>).

Furthermore, the Registrant’s product announcement states: “OluKai’s most exclusive product release to date, the Ali’I Collection, is a pedestal line of ultra-premium, limited-edition, limited-distribution footwear for men (only 300 pairs per 6 skus will be made and sold).” (Emphasis added). Also, the Registrant’s goods are not for athletic footwear, but for “footwear for the environment in mind.” See Exhibit D (<http://www.werd.com/14700/olukai-alii-collection/>).

Thus, it is highly unlikely that ultra-premium “footwear” for environmentally conscious showing dress shoes, sandals and moccasins are likely to be associated with athletic apparel because the channels of trade are vastly different. For these reasons, Applicant believes its mark ALII should be allowed.

V. CONCLUSION

In light of the above arguments, and the clear rulings by the courts, the Applicant

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contends that the Trademark Office has failed to meet its burden in denying the registration of the Applicant's mark ALII. More specifically, the Trademark Office has created inconsistent positions with respect to two of the Applicant's trademarks in that the Trademark Office allowed one mark comprising the term ALII and denied registration to another mark. Further, there is evidence that the mark ALI'I COLLECTION for the goods "footwear" is not confusingly similar to the mark ALII also in International Class 025 where the Applicant has disclaimed the goods "footwear" and arguments exist as to why the mark ALII should overcome a rejection based on the mark ALI'I COLLECTION. Accordingly, the Applicant request the Trademark Trial and Appeal Board reverse the final rejection of the Applicant's mark ALII with respect to all of the goods currently presented, and respectfully requests that this application be passed to publication.

Respectively submitted,



Date: February 29, 2016

By: _____
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(312) 834-7701

United States of America

United States Patent and Trademark Office



Reg. No. 4,906,097

ACTIVE ANGELZ, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
10903 DERRYDOWN WAY

Registered Feb. 23, 2016

SAN DIEGO, CA 92130

Int. Cl.: 25

FOR: ATHLETIC APPAREL, NAMELY, SHIRTS, PANTS, JACKETS, HEADWEAR, HATS AND CAPS, UNDERGARMENTS, ATHLETIC UNIFORMS, DRESSES, SKIRTS, AND SWIMWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

TRADEMARK

FIRST USE 10-31-2014; IN COMMERCE 10-31-2014.

PRINCIPAL REGISTER

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SPORT", APART FROM THE MARK AS SHOWN.

THE MARK COMPRISES THE LETTER "A" ON A DARK CIRCULAR BACKGROUND WITH THE WORDS "ALII SPORT" TO THE RIGHT OF THE DARK CIRCULAR BACKGROUND.

THE ENGLISH TRANSLATION OF "ALII" IN THE MARK IS "ROYAL".

SN 86-494,820, FILED 1-4-2015.

SEAN CROWLEY, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

To: Active Angelz, LLC (robert@apogeelawgroup.com)
Subject: U.S. TRADEMARK APPLICATION NO. 86494820 - A ALII SPORT - AAZ15002US
Sent: 4/16/2015 7:00:50 PM
Sent As: ECOM116@USPTO.GOV
Attachments: [Attachment - 1](#)
[Attachment - 2](#)
[Attachment - 3](#)
[Attachment - 4](#)
[Attachment - 5](#)

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

U.S. APPLICATION SERIAL NO. 86494820

MARK: A ALII SPORT

***86494820**

CORRESPONDENT ADDRESS:

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Chicago IL 60611

CLICK HERE TO RESPOND
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APPLICANT: Active Angelz, LLC

CORRESPONDENT'S REFERENCE/DOCKET NO :

AAZ15002US

CORRESPONDENT E-MAIL ADDRESS:

robert@apogeelawgroup.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 4/16/2015

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a),

2.65(a); TMEP §§711, 718.03.

SEARCH OF OFFICE RECORDS – ADVISORY

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d).

However, applicant must respond to the following.

DISCLAIMER OF WORDING – REQUIREMENT

Applicant must disclaim the descriptive wording "sport" apart from the mark as shown because it merely describes an ingredient, quality, characteristic, function, feature, purpose or use of applicant's goods. *See* 15 U.S.C. §§1052(e)(1), 1056(a); *In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPQ2d 1009, 1010 (Fed. Cir. 1987); TMEP §§1213, 1213.03(a).

Specifically, the attached evidence from macys.com and dickssportinggoods.com sports clothing is a category of clothing, and applicant's use of the term "sports" merely informs consumers of the type or purpose of applicant's clothing.

Applicant should submit the following standardized format for a disclaimer:

No claim is made to the exclusive right to use "SPORTS" apart from the mark as shown.

TMEP §1213.08(a)(i); *see In re Owatonna Tool Co.*, 231 USPQ 493, 494 (Comm'r Pats. 1983).

ENGLISH TRANSLATION REQUIRED

Applicant must submit an English translation of all foreign wording in the mark. 37 C.F.R. §2.32(a)(9); *see* TMEP §809. In the present case, the wording "ALII" requires translation.

The following translation statement is suggested:

The English translation of the word "ALII" in the mark is "ROYAL".

TMEP §809.03. *See* attached translation evidence.

/SeanCrowley/
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TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/ mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at <http://tsdr.uspto.gov/>. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

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Activewear

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- Pants
- Shorts
- Tops
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Men

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- Shorts
- T-Shirts
- All Men's Activewear

Kids

- Girls
- Boys

Special Sizes & Trends

- Juniors
- Maternity
- Petite
- Plus Sizes
- Impulse Contemporary



Shorts



T-Shirts



Tracksuits & Outfits



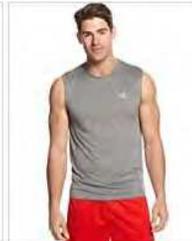
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Athletic wear should be comfortable and practical, but you don't have to compromise style to get the best sports clothes available. Take

Athletic wear should be comfortable and practical, but you don't have to compromise style to get the best sports clothes available. Take your workouts up a notch with clothes that match your individual personality and sense of fashion.

The foundation of every workout ensemble for women is a supportive sports bra. Sports bras feature wide straps and are made of nylon, polyester and spandex blends to give you the ultimate feel in comfort. Opt for a sports bra such as the ones from Goddess that feature antimicrobial lining and moisture management properties to draw sweat away from the body, keeping you dry during the most intense workouts.

For men, a sports clothes must-have is the basic T-shirt. A simple cotton short-sleeved crewneck is one of the most comfortable things you can wear during any strength training or cardio session. Pair a T-shirt from Stern or Foley with elastic waist athletic pants, crew socks and sneakers, and you have an outfit that will keep you going until you're fatigued.

Tracksuits have remained smart options for the gym. This sporty ensemble works just as well when you run errands as it does when you're hitting up the gym. The double striped jacket and pant legs make this a classic, while a variety of color combinations and advanced materials have brought the tracksuit into the modern era. Sports clothes have never looked this good.

Even the traditional sneaker has received a makeover in recent years. Women can enjoy the fashionable look of ballet flats with the athletic shoe advancements by names such as Puma. These shoes feature comfortable, moisture-wicking lining that is practical for workouts, but the stylish silhouette allows you to wear them to work without anyone being the wiser.

Stay fashionable whether you are hitting up the gym, jogging on the sidewalks or taking a stroll around the block. Creating your ideal exercise outfit is easy with the variety of sports clothes offered by Macy's.

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Workout Clothes For Every Athlete

The right athletic clothing helps you move better and feel better—it's the performance-booster your workout needs.

And the latest athletic styles are designed with your busy lifestyle in mind. Think lightweight layers, stretchable knits and technical fabric that wicks away sweat. It's easier to push the pace in gear designed for motion.

So find the gear your training needs. Start off with the basics—like breezy T-shirts, tanks and athletic pants that move with you as you're training. Layer up with sleek baselayers, hoodies and zip-up jackets. You'll feel comfortable in ultra-soft textures, breathable fabrics and second-skin fits. Explore the entire collection of athletic apparel at DICK'S Sporting Goods.

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Sport-specific apparel is designed for the rigors of your game. Runners love streamlined cuts and airy fabrics, and basketball players love the roomy fit of a jersey or relaxed tee. Look as great as you feel in cool prints, hues and cuts.

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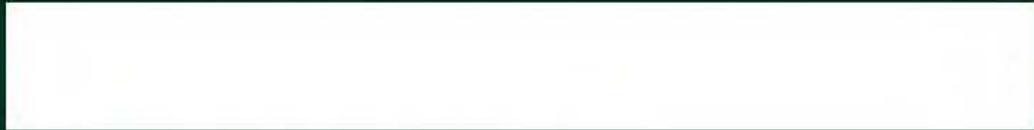
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INDUSTRY NEWS: OLUKAI INTRODUCES THE EXCLUSIVE ALI'I COLLECTION

By: Joe Carberry / Posted on Thursday, March 15, 2012

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Introducing the Ali'i Collection: A Collection of Premium Men's Footwear Celebrating the Ancient Hawaiian Royals

OluKai's most exclusive product release to date, the *Ali'i Collection*, is a pedestal line of ultra-premium, limited-edition, limited-distribution footwear for men (only 300 pairs per 6 skus will be made and sold).

We've spent years researching and designing this special collection which marks a pinnacle in OluKai's commitment to quality and style. This collection, with its material references to the royal ahu'ula capes, its highest quality camel leathers, and meticulous hand stitching, has been created as an offering to the ancient Polynesian royals who held together a flourishing culture. Each pair is etched with the traditional Hawaiian phrase of community strength: *Pupukahi i holomua*: Unite in order to progress.

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We are also offering a Collector's Box Set that includes all three limited addition styles packages in a custom wooded shoe box along with a personalized letter from designer Bill Worthington. For every Box Set purchased, we will plant an endemic Koa tree in Maui's Honokowai Valley in honor of our ongoing partnership with Maui Cultural lands. Only 50 Box Sets were made, so they will be very rare.



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OluKai Ali'i Collection

OluKai's authentic Hawaiian footwear is all made with the environment in mind. Their new, limited edition Ali'i Collection is a tribute to traditional Hawaiian royalty using premium materials like leather and suede from earth-friendly tanneries as well as red velvet trims and coconut closures. A portion of proceeds from the collection will benefit the brand's 'Ohana Giveback Program and for each pair sold a Koa tree will be planted in Maui's Honokowai Valley.

