

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86754224
LAW OFFICE ASSIGNED	LAW OFFICE 102
MARK SECTION (current)	
MARK	http://tmng-al.uspto.gov/resting2/api/img/86754224/large
LITERAL ELEMENT	HAWKE MEDIA
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.
MARK SECTION (proposed)	
MARK	HAWKEMEDIA
LITERAL ELEMENT	HAWKEMEDIA
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)	
Applicant has submitted with this Request for Reconsideration a proposed amended drawing, which Applicant respectfully submits should obviate the refusal under Section 2(e)(4). The proposed amendment does not constitute a material alteration of the mark, because the amended drawing is consistent with the use specimen of record and does not change the commercial impression of the mark. The unitary nature of the mark is also consistent with the Applicant's Registration Number 4945699, which -- like the specimen of record in this Application -- includes a hawk design element. In view of the foregoing, Applicant respectfully requests approval of this Application for publication.	
SIGNATURE SECTION	
RESPONSE SIGNATURE	/Daniel I. Schloss/
SIGNATORY'S NAME	Daniel I. Schloss
SIGNATORY'S POSITION	Attorney of record, NY bar member
SIGNATORY'S PHONE NUMBER	212-801-2256
DATE SIGNED	09/01/2016
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Thu Sep 01 10:02:59 EDT 2016
	USPTO/RFR-XX.XXX.XX.XXX-2

TEAS STAMP

0160901100259364348-86754
224-5503a289c5680227062e2
a747b913f5d1a47ba7adbaa36
b8e12bc5beb7e8575ef3-N/A-
N/A-20160901094704025079

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PTO Form 1960 (Rev 10/2011)

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

Request for Reconsideration after Final Action

To the Commissioner for Trademarks:

Application serial no. **86754224** HAWKE MEDIA(Standard Characters, see <http://tmng-al.uspto.gov/resting2/api/img/86754224/large>) has been amended as follows:

MARK

Applicant proposes to amend the mark as follows:

Current: HAWKE MEDIA(Standard Characters, see <http://tmng-al.uspto.gov/resting2/api/img/86754224/large>)

Proposed (USPTO generated image): HAWKEMEDIA (Standard Characters, see [mark](#))

The mark consists of standard characters, without claim to any particular font, style, size, or color.

ARGUMENT(S)

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

Applicant has submitted with this Request for Reconsideration a proposed amended drawing, which Applicant respectfully submits should obviate the refusal under Section 2(e)(4). The proposed amendment does not constitute a material alteration of the mark, because the amended drawing is consistent with the use specimen of record and does not change the commercial impression of the mark. The unitary nature of the mark is also consistent with the Applicant's Registration Number 4945699, which -- like the specimen of record in this Application -- includes a hawk design element. In view of the foregoing, Applicant respectfully requests approval of this Application for publication.

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /Daniel I. Schloss/ Date: 09/01/2016

Signatory's Name: Daniel I. Schloss

Signatory's Position: Attorney of record, NY bar member

Signatory's Phone Number: 212-801-2256

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 86754224

Internet Transmission Date: Thu Sep 01 10:02:59 EDT 2016

TEAS Stamp: USPTO/RFR-XX.XXX.XX.XXX-2016090110025936

4348-86754224-5503a289c5680227062e2a747b

913f5d1a47ba7adbaa36b8e12bc5beb7e8575ef3

-N/A-N/A-20160901094704025079

HAWKEMEDIA