

Attorney Docket No. 0200-84

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: I DID IT, INC.
Mark: GUM CHUMS

Law Office: 109
Examiner: Chrisie Brightmire
King

Serial No.: 76/677,501
Filed: May 29, 2007
Docket No. 0200-84

Bedminster, N.J. 07921
March 11, 2009

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

Sir:

AMENDMENT

Please amend the above-identified application as follows:

Please amend the recitation of the "*Identification of Goods*" to read as follows:

- "Medicated chewable flavored food substances in the nature of chewy tablets in the shape of animals, toys and the like ~~that promote dental hygiene and good health~~; chewable flavored food substances in the nature of chewy tablets in the shape of animals, toys and the like, containing vitamins ~~that promote dental hygiene and good health~~," in International Class 005.

REMARKS

Reconsideration of the application, as amended, is respectfully requested.

|||||

03-13-2009

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Applicant wishes to limit the identification of goods and services as permitted under Trademark Rule 2.71 (a), 37 U.S.C. §2.71 (a), TMEP §1402.06.

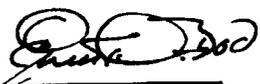
Furthermore, Applicant will limit its use of GUM CHUMS such that the GUM portion of the mark appears in no larger letters and is no more prominently displayed than the CHUMS portion of the mark and GUM and CHUMS are used in the same font and color.

Finally, Applicant disclaims use of the word GUM apart from its use in this trademark, nor will Applicant use the word GUM alone as a trademark.

In view of the amendments to the application and the remarks set forth above, applicant respectfully submits that the application is in condition for publication. Allowance of the application and notice of its publication are, therefore, earnestly solicited.

Respectfully submitted,

I DID IT, INC.

By 

Ernest D. Buff
(Their Attorney)
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Ernest D. Buff & Associates, LLC
Bedminster, New Jersey 07921

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Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

Sir:

Certificate of Mailing by First Class Mail

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to the Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451 on March 11, 2009.



Signature

Ernest D. Buff
Attorney of Record

March 11, 2009
(Date)