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

Proceeding	91191371
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

CLEARCHOICE HOLDINGS, LLC

*Opposer,*

v.

DALE D. GOLDSCHLAG, D.D.S., P.C.

*Applicant.*

Opposition No. 91191371

Serial No. 77/685,491

For the mark: RIGHTCHOICE

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APPLICANT'S BRIEF ON CASE

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September 11, 2014

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Applicant.

Opposition No. 91191371

Serial No. 77/685,491

For the mark: RIGHTCHOICE

**Applicant's Trial Brief**

Applicant Dale D. Goldschlag, D.D.S., P.C. ("Applicant"), by and through its undersigned counsel, hereby submits its Trial Brief in response to the Trial Brief of Opposer ClearChoice Holdings, LLC ("Opposer"), in the above captioned opposition (the "Opposition").

**I. Statement of the Case**

Opposer's Opposition claims that Applicant's applied for mark RightChoice is likely to cause confusion with and dilutes three now registered marks of Opposer: (1) CLEARCHOICE DENTAL IMPLANTS (Reg. No. 3225921); (2) CLEARCHOICE DENTAL IMPLANT CENTER (Reg. No. 3553219); and (3) a stylized/design version of CLEARCHOICE (Reg. No. 3685880).

Applicant also pleaded a fourth registration for the standard character mark CLEARCHOICE (Reg. No. 3181966), but that registration has since been cancelled, and Opposer failed to plead any other relevant registration. Therefore, Opposer cannot rely on its purported rights in the word CLEARCHOICE alone.

In Opposer's Trial Brief, Opposer expressly withdrew its claim of dilution, effectively conceding that Opposer's mark is not famous. Thus, the sole remaining issue for the Board to decide is whether there is a likelihood of confusion between the relevant marks.

It is useful to recite some of the developments and history in this case to give context to these proceedings. As is apparent from the docket, the five-year history of this Opposition has been anything but ordinary. From the outset, Applicant made repeated efforts to resolve this dispute

amicably, despite Applicant's strong belief that there is no likelihood of confusion. Opposer repeatedly sought and received numerous extensions on various deadlines, which prolonged this proceeding. Opposer had ample opportunity during the last five years to conduct discovery and to gather and present evidence. Opposer failed to do so. In fact, Opposer failed to conduct *any* discovery and failed to present *any* testimony in support of its claims.

Opposer also led Applicant into thinking that Opposer had no interest in pursuing this Opposition when Opposer failed to serve any pretrial disclosures by the required deadline. After Opposer claimed that Opposer had served its pretrial disclosures [Dkt. 46, p. 1], Opposer was forced to admit that it "did not serve its Pretrial Disclosures as intended." [Dkt. 47, p.2] During Opposer's trial period, Opposer failed to notice any testimony depositions and did not attempt to present a single witness through deposition transcript or otherwise.

On the day before Opposer's trial period closed, Opposer surprised Applicant by submitting a handful of defective notices of reliance. [Dkt. 40-42] When Applicant pointed out the defects [Dkt. 45], Opposer withdrew certain "evidence" (including an improperly submitted "expert" report) [Dkt. 46], and the Board struck certain unpleaded registrations from the record. [Dkt. 49, p. 2] As a result, besides the registrations listed above, Applicant's only evidence is a handful of dictionary definitions [NOR1],<sup>1</sup> which contradict Opposer's own arguments about likely confusion, as outlined below.

Equally as revealing as the scant evidence that Opposer did present is the evidence that Opposer did *not* submit. Specifically, despite having the burden of proof, Opposer presented *no* evidence or arguments regarding (a) the circumstances under which dental implant services are offered and sold; (b) the number and nature of similar marks used with similar services; (c) the nature and extent of any actual confusion; or (d) the alleged "fame" of Opposer's marks. The reason why Opposer did not submit evidence on these issues is clear: such evidence is lacking or it undermines Opposer's claim of likely confusion. Otherwise, Opposer surely would have submitted it.

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<sup>1</sup> For ease of reference, Applicant herein refers to the still relevant (and not withdrawn) Notices of Reliance submitted by Opposer as "NOR[#]."

Opposer bases its case on the fact that the parties' marks both incorporate the subordinate term CHOICE—a term that Opposer well knows is *widely* used in the health, dental, and dental implant industries. The different dominant terms RIGHT and CLEAR make the marks very different in sound, appearance, meaning, and commercial impression. In light of the high cost and detailed medical processes involved, customers are very discriminating in their purchasing decisions. Thus, consumers have not been and are not likely to be confused, and the opposition should be dismissed.

## **II. Statement of Facts**

On March 6, 2009, Applicant filed its use-based application (Ser. No. 77/685,491) to register the mark RightChoice in international class 44 covering “dental implant services” (the “Application”). [NOR1 Exh. A]<sup>2</sup> In examining the Application, the record shows that on May 29, 2009, the Examining Attorney conducted a search revealing the existence of well over one-thousand active marks containing the term “CHOICE” in what the Examining Attorney deemed to be the relevant international classes.<sup>3</sup> [*Id.* p. 13] The Examining Attorney specifically noted in the file certain references to other marks covering “dental implant services” in Class 44. [*Id.* p. 14]

Among the references that the Examining Attorney came across, and *specifically noted in the file*, were two active prior references to marks containing CHOICE, which covered “dental implant services,” namely (1) Reg. No. 3,225,921 for the mark CLEARCHOICE DENTAL IMPLANTS (a mark being asserted by Opposer); and (2) Ser. No. 77/,652,784 for the mark REAL CHOICE. [*Id.*] Having reviewed and noted these particular references, the Examining Attorney did not find that Applicant’s mark RightChoice was likely to cause confusion with either one of these references, and the Application was approved for publication. [*Id.* p. 15]

In addition to the marks identified by the Examining Attorney, there are now at least two other existing third-party registrations for marks that incorporate CHOICE and that cover “dental

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<sup>2</sup> Unless otherwise restricted, the file for Applicant’s Application is automatically of record in this Opposition pursuant to 37 C.F.R. § 2.122(b).

<sup>3</sup> Specifically, the ninth search conducted by the Examining Attorney shows that there were 1,377 active references to marks containing \*CHOICE\* in the “coordinated class” 10, which includes international classes 5, 10, 35, 42, and 44. See <http://tess2.uspto.gov/webaka/html/help.htm>.

implant services” in Class 44: (1) ADVANCED CHOICE (Reg. No. 3975769) and (2) A BETTER CHOICE (Reg. No. 4539090).<sup>4</sup> As outlined below, the existence of other CHOICE marks and the Examining Attorney’s own notations and determination, while not binding, are certainly strongly indicative that there is no likelihood of confusion.

Missing from Opposer’s rendition of the facts is any mention of what the relevant services actually involve and how much they cost. According to Encyclopedia Britannica, “[a] dental implant is an artificial tooth root” that “serves to attach artificial teeth to the underlying jaw bone.” [Exhibit A hereto at p.2]. Often, multiple surgical procedures are required, and “[d]ental implant reconstructions can take 6 to 12 months to complete, mostly because of the healing time necessary between surgeries.” *Id.* HealthCentral, a health encyclopedia, notes that for dental implants, “treatment is long and hard,” “implants may fail,” “implants are hard to maintain,” and “implants can be expensive.” [Exhibit B hereto at p. 1-2] CONSUMER GUIDE TO DENTISTRY, a doctor-authored, peer-reviewed consumer reference guide on dentistry, indicates that “single implants may range in cost from \$900 to \$3,000” and that “full-mouth reconstructive dental implants can range from \$24,000 to \$96,000.” [Exhibit C hereto at p. 1] As outlined below, these facts demonstrate that consumers are likely to be exceptionally careful and discriminating in choosing a dental implant provider, and for good and obvious reasons.

Although these facts about dental implants were not previously presented as evidence, the Board may still take judicial notice of these facts because they are “not subject to reasonable dispute” in that they are “generally known” and/or “capable of accurate and ready determination by resort to resources whose accuracy cannot be reasonably questioned.” TBMP § 704.12(a); *see also Productos Lacteos Tocumbo S.A. de C.V. v. Paletteria La Michoacana Inc.*, 98 U.S.P.Q.2d 1921, 1934 n.61 (TTAB 2011) (taking judicial notice of information in Encyclopedia Britannica); *In re Astra Merck Inc.*, 50 U.S.P.Q.2d 1216, 1219 (TTAB 1998) (taking judicial notice of information from the

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<sup>4</sup> While Applicant acknowledges that the Board’s prior practice has been not to take judicial notice of third-party registrations, doing so would be appropriate in light of the Federal Circuit’s recent willingness to do so in *In re Chippendales USA, Inc.*, 622 F.3d 1346, 1356, 96 USPQ2d 1681 (Fed. Cir. 2010).

“Physicians’ Desk Reference” regarding prescription and non-prescription drugs, even though the record was “devoid of evidence relating to the pharmaceutical industry”).

Opposer also submitted a handful of dictionary and thesaurus entries, each of which strongly demonstrate the differences in the meaning and connotation of the dominant terms in the parties’ respective marks—namely, RIGHT (in the case of Applicant) and CLEAR (in the case of Opposer). Attached as Exhibit D and reproduced below are the current dictionary definitions of these terms, reproduced from the Merriam-Webster Online Dictionary (m-w.com).

Definition of “RIGHT”	Definition of “CLEAR”
<p><b>1:</b> RIGHTEOUS, UPRIGHT</p> <p><b>2:</b> being in accordance with what is just, good, or proper &lt;right conduct&gt;</p> <p><b>3:</b> conforming to facts or truth: CORRECT &lt;the right answer&gt;</p> <p><b>4:</b> SUITABLE, APPROPRIATE &lt;right man for the job&gt;</p> <p><b>5:</b> STRAIGHT &lt;a right line&gt;</p> <p><b>6:</b> GENUINE, REAL</p> <p><b>7</b> <b>a:</b> of, relating to, situated on, or being the side of the body which is away from the side on which the heart is mostly located  <b>b :</b> located nearer to the right hand than to the left  <b>c :</b> located to the right of an observer facing the object specified or directed as the right arm would point when raised out to the side  <b>d (1) :</b> located on the right of an observer facing in the same direction as the object specified &lt;stage right&gt; <b>(2) :</b> located on the right when facing downstream &lt;the right bank of a river&gt;  <b>e :</b> done with the right hand &lt;a right hook to the jaw&gt;</p> <p><b>8:</b> having the axis perpendicular to the base &lt;right cone&gt;</p> <p><b>9:</b> of, relating to, or constituting the principal or more prominent side of an object &lt;made sure the socks were rightside out&gt;</p> <p><b>10:</b> acting or judging in accordance with truth or fact &lt;time proved her right&gt;</p> <p><b>11</b> <b>a :</b> being in good physical or mental health or order &lt;not in his right mind&gt;  <b>b :</b> being in a correct or proper state &lt;put things right&gt;</p> <p><b>12:</b> most favorable or desired : PREFERABLE; <i>also:</i> socially acceptable &lt;knew all the right people&gt;</p> <p><b>13:</b> <i>often capitalized :</i> of, adhering to, or constituted by the Right especially in politics</p>	<p><b>1</b> <b>a :</b> BRIGHT, LUMINOUS  <b>b :</b> CLOUDLESS; <i>specifically :</i> less than one-tenth covered &lt;a clear sky&gt;  <b>c :</b> free from mist, haze, or dust &lt;a clear day&gt;  <b>d :</b> UNTROUBLED, SERENE &lt;a clear gaze&gt;</p> <p><b>2:</b> CLEAN, PURE: as  <b>a :</b> free from blemishes &lt;clear skin&gt;  <b>b :</b> easily seen through : TRANSPARENT &lt;clear glass&gt;  <b>c :</b> free from abnormal sounds on auscultation</p> <p><b>3</b> <b>a :</b> easily heard &lt;a loud and clear sound&gt;  <b>b :</b> easily visible : PLAIN &lt;a clear signal&gt;  <b>c :</b> free from obscurity or ambiguity : easily understood : UNMISTAKABLE &lt;a clear explanation&gt;</p> <p><b>4</b> <b>a :</b> capable of sharp discernment: KEEN &lt;a clear thinker&gt;  <b>b :</b> free from doubt : SURE &lt;not clear on how to proceed&gt;  <b>5 :</b> free from guile or guilt : INNOCENT &lt;a clear conscience&gt;</p> <p><b>6:</b> unhampered by restriction or limitation: as  <b>a :</b> unencumbered by debts or charges &lt;a clear estate&gt;  <b>b :</b> NET &lt;a clear profit&gt;  <b>c :</b> UNQUALIFIED, ABSOLUTE &lt;a clear victory&gt;  <b>d :</b> free from obstruction &lt;clear passage&gt;  <b>e :</b> emptied of contents or cargo  <b>f :</b> free from entanglement or contact &lt;staying clear of controversy&gt; &lt;keep clear of the boundary&gt;  <b>g :</b> BARE, DENUDED &lt;clear ground&gt;</p>

In addition to these definitions, attached as Exhibit E are additional thesaurus entries, which establish that RIGHT and CLEAR are *not* synonyms of each other and have different meanings.

As explained below, each of the above facts demonstrates that the parties' respective marks are easily distinguishable and are not likely to be confused by consumers.

### **III. Issue Presented**

In light of the dissimilarity of the parties' marks, the expensive and involved nature of the services, the existence of other CHOICE marks, the lack of any actual confusion, and other factors, is there a likelihood of confusion between Applicant's RightChoice mark and Opposer's pleaded registered marks incorporating the term CLEARCHOICE? Answer: No.

### **IV. Argument—There Is No Likelihood of Confusion**

Opposer's brief correctly identified the factors from *In re E.I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 U.S.P.Q. 563, 567 (CCPA 1973), which the Board analyzes in determining whether there is a likelihood of confusion under Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d). However, Opposer did not properly analyze those factors and did not even mention factors that are highly relevant to this case. As set forth below, Applicant's mark is not likely to cause confusion with Opposer's marks because, among other things, (a) the parties' marks are dissimilar in appearance, sound, connotation, and meaning; (b) consumers are likely to be careful and discriminating; (c) the term CHOICE is commonly used and registered in marks for similar goods and services; (d) there is no evidence of actual confusion; and (e) Opposer's mark is neither strong nor famous.<sup>5</sup> In light of these factors, confusion is unlikely, and the Opposition should be dismissed.

#### **A. The Marks Are Dissimilar.**

"The similarity or dissimilarity of the marks in their entirety is a predominant inquiry" in the likelihood-of-confusion analysis. *Herbko Intern., Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1165 (Fed. Cir. 2002). When considering the similarity or dissimilarity of marks, "[a]ll

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<sup>5</sup> Although there are differences between the actual goods and services offered by the parties, Applicant does not dispute that the services listed in Applicant's Application ("dental implant services") and the services listed in Opposer's relevant registrations ("dental services, namely, dental implant services") are overlapping.

relevant facts pertaining to appearance, sound, and connotation must be considered before similarity as to one or more of those factors may be sufficient to support a finding that the marks are similar or dissimilar.” *Recot, Inc. v. M.C. Becton*, 214 F.3d 1322, 1329, 54 U.S.P.Q.2d 1894, 1899 (Fed. Cir. 2000); *see also The Board of Regents, The University of Texas System v. Southern Illinois Miners, LLC*, 110 U.S.P.Q.2d 1182 (TTAB 2014) (“We consider and compare the appearance, sound, connotation and commercial impression of the marks in their entireties.”).

“[S]imilarity of the marks in one respect—sight, sound, or meaning—will not automatically result in a finding of likelihood of confusion even if the goods are identical or closely related.” *In re Lamson Oil Co.*, 6 U.S.P.Q.2d 1041, 1042 n.4 (TTAB 1987). “The marks must be compared in their entirety, at least when the overall commercial impression is reasonably based on the entirety of the marks.” *China Healthways Inst., Inc. v. Wang*, 491 F.3d 1337, 1340 (Fed Cir. 2007). “It is incorrect to compare marks by eliminating portions thereof and then simply comparing the residue.” *Id.*; *see also Packard Press, Inc. v. Hewlett Packard Co.*, 227 F.3d 1352, 56 U.S.P.Q.2d 1351 (Fed. Cir. 2000) (reversing Board decision that improperly dissected marks HEWLETT PACKARD and PACKARD TECHNOLOGIES and gave the shared word PACKARD undue weight).

When compared as a whole, Applicant’s RightChoice mark is substantially different from Opposer’s marks incorporating CLEARCHOICE because (i) the marks have very different dominant terms (RIGHT vs. CLEAR); (ii) the marks are visually and audibly dissimilar; and (iii) the marks each have a different meaning and convey a dissimilar overall commercial impression, especially to the relevant consumers, who exercise sophistication and care in the purchasing these services.

**1. The Marks Have Different Dominant Terms.**

The use of unique dominant portions of the marks at issue in this case makes them distinguishable. “More dominant features will, of course, weigh heavier in the overall impression of a mark.” *In re Electrolyte Laboratories, Inc.*, 929 F.2d 645, 647, 16 U.S.P.Q.2d 1239, 1240 (Fed. Cir. 1990). “[I]t is often the first part of a mark which is most likely to be impressed upon the mind of a purchaser and remembered.” *Citigroup Inc. v. Capital City Bank*

*Group, Inc.*, 94 U.S.P.Q.2d 1645 (TTAB 2010) (quoting *Presto Products, Inc. v. Nice-Pak Products, Inc.*, 9 U.S.P.Q.2d 1895 (TTAB 1988)).

In *Citigroup*, the Board held that the applicant's mark CAPITAL CITY BANK was not likely to cause confusion with the prior registered mark CITIBANK, even though the marks were being used with identical services. *Id.* In *Citigroup*, the Board found that because the applicant's mark "start[ed] with the word 'Capital,' the commercial impression engendered by applicant's mark[] is entirely different." *Id.*; see also *James v. Gallagher*, Opp. No. 91191941 (TTAB Oct. 27, 2011) (finding no likelihood of confusion between the marks CREATING YOUR FUTURE and RETHINKING YOUR FUTURE for overlapping services, and finding that the dominant terms CREATING and RETHINKING create two different commercial impressions) (non-precedential).

In this case, the dominant portion of the parties' respective marks is the first term—namely, RIGHT in Applicant's mark, and CLEAR in Opposer's marks. As outlined below, these terms are very different in terms of sound, appearance, meaning, and commercial impression. Accordingly, the use of very different dominant terms weighs heavily against a finding of likely confusion.

## **2. The Marks Are Visually and Audibly Dissimilar.**

When two marks "do not look or sound enough alike," a finding of likely confusion is improper, especially where "the only similarity is in the last syllable." *Pharmacia Corp. v. Alcon Labs., Inc.*, 201 F. Supp. 2d 335, 376 (D.N.J. 2002) (XALATAN vs. TRAVATAN not likely to be confused) (quoting *Upjohn Co. v. Schwartz*, 246 F.2d 254, 262 (2d Cir. 1957) (SYROCOL and CHERACOL not likely to be confused)); see also *Kellogg Co. v. Pack'Em Enters.*, 951 F.2d 330 (Fed. Cir. 1990) (affirming grant of summary judgment finding no likelihood of confusion between FROOT LOOPS and FROOTEE ICE (& design) based solely on the "dissimilarity of the marks in their entireties as to appearance, sound, connotation and commercial impression."); *W.L. Gore & Assoc. v. Johnson & Johnson*, 882 F. Supp. 1454, 36 U.S.P.Q.2d 1552 (D. Del. 1995) (finding no likelihood of confusion between GLIDE and EASY SLIDE; "[a]lthough the words 'glide' and 'slide' rhyme, 'Easy Slide' creates a different sound.").

Even marks that share a term in common are dissimilar if they sound and look different as a whole. *See, e.g., Little Caesar Enterprises, Inc. v. Pizza Caesar, Inc.*, 834 F.2d 568, 4 U.S.P.Q.2d 1942 (6th Cir. 1987) (LITTLE CAESARS and PIZZA CAESAR USA, both for pizza restaurants, are not likely to be confused); *Luigino's, Inc. v. Stouffer Corp.*, 170 F.3d 827, 50 U.S.P.Q.2d 1047 (8th Cir. 1999) (LEAN CUISINE not likely to cause confusion with LEAN 'N TASTY).

Here, the parties' marks look and sound very different and are therefore highly unlikely to be confused. Specifically, the different dominant terms RIGHT and CLEAR look and sound nothing alike. Opposer claims in its brief that the terms RIGHT and CLEAR are similar because they are both one syllable and contain the same number of letters. [Dkt. 50, p. 9] If having the same number of syllables and letters were the test (it is not), then marks such as HONDA and CHEVY would be deemed likely to cause confusion, a result that is illogical. The only commonality between the parties' marks is the term CHOICE, which is weak and descriptive, especially in this context.

**3. The Marks Have Different Meanings and Commercial Impressions.**

“[D]ifferences in the connotation and commercial impression engendered by [the parties' marks can] outweigh any similarities in the appearance and sound of the marks.” *7-Eleven, Inc. v. Lawrence I. Wechsler*, 83 U.S.P.Q.2d 1715, 1725 (TTAB 2007); *see also Elvis Presley Enters v. Capece*, 141 F.3d 188, 201, 46 U.S.P.Q.2d 1737 (5th Cir. 1998) (“[D]ifferent meanings of otherwise similar marks may overcome a likelihood of confusion that would otherwise result.”) (citing 3 MCCARTHY ON TRADEMARKS AND UNFAIR COMPETITION § 23:36); *Long John Distilleries, Ltd. v. Sazerac Co.*, 426 F.2d 1406 (C.C.P.A. 1970) (finding the marks LONG JOHN and FRIAR JOHN, both for alcoholic beverages, have different meanings and are therefore not likely to be confused).

Here, the very definitions and thesaurus entries submitted by Opposer, as well as additional entries attached to this Brief (see Exhibits D and E), establish that the marks have very different meanings and connotations. As shown in the definitions above, the term “right” evokes an image of goodness, correctness, and truthfulness; in contrast, the term “clear” denotes something that is luminous, transparent, and easy to see. While it is possible by a stretch of the imagination that these two terms could be used to describe similar things, these two terms have

totally different meanings and are used in different contexts. Thus, in light of these contrasting definitions, the meaning and connotation of these two terms distinguishes the parties' marks.

The thesaurus entries also establish these obvious differences. Tellingly, in all of these thesaurus entries, "right" is never listed as a synonym of the term "clear"; and "clear" is never listed as a synonym of "right." Thus, these terms are not synonyms and do not have the same meaning. In its brief, Opposer attempts to create an attenuated word association between the marks by pointing out that "right" and "clear" have a few secondarily-listed synonyms in common. [Dkt. 50, p. 9] While Opposer's argument is creative, it misses the mark. Words that have nothing to do with each other can have synonyms in common. For example, a synonym of the word "bad" is "poor"; and a synonym of the word "indigent" is "poor." However, this does not mean that "bad" and "indigent" have the same meaning or even the same connotation.

The proper test is whether the marks evoke different images in the minds of consumers. *See Champagne Louis Roederer S.A. v. Delicato Vineyards*, 148 F.3d 1373, 4714 U.S.P.Q.2d 59 (Fed. Cir. 1998) (holding that the marks CRISTAL and CRYSTAL CREEK "evoked very different images in the minds of relevant consumers"; while CRISTAL suggests the clarity of the wine in the bottle or the glass of the bottle, CRYSTAL CREEK suggests a clear, remote stream).

In the context of dental implants, the use of the different terms RIGHT and CLEAR have different connotations and therefore create different overall commercial impressions. In the case of Applicant's mark, the term RIGHT conveys the impression of someone who will perform dental implant surgery correctly (i.e. in the "right" manner). Thus, the term RIGHT focuses the consumer's attention on how the services are performed. In contrast, Opposer's use of the term CLEAR evokes an image of clean, bright teeth. Thus, the term CLEAR much differently focuses the consumer's attention on the appearance of his or her teeth.

Thus, the appearance, sound, connotation, meaning, and commercial impression of the two marks are very different, showing that there is no likelihood of confusion.

**B. Consumers Are Likely to Be Careful and Discriminating.**

Opposer's brief failed to address a key *du Pont* factor: "the conditions under which and buyers to whom sales are made, i.e. 'impulse' vs. careful, sophisticated purchasing." *In re E. I. du Pont de Nemours & Co.*, 476 at 1361, 177 U.S.P.Q. at 567. "There is always less likelihood of confusion where goods are expensive and purchased after careful consideration." *Electronic Design & Sales Inc. v. Electronic Data Systems Corp.*, 21 U.S.P.Q.2d 1388, 1392 (Fed. Cir. 1992). Here, because of the nature of dental implant services and the high cost of those services, consumers are likely to exercise great care and will know with whom they are dealing.

The Board in *Carefirst of Md., Inc. v. FirstHealth of the Carolinas Inc.*, 77 U.S.P.Q.2d 1492 (TTAB 2005) explained why even ordinary consumers demonstrate sophistication and exercise a great degree of care in deciding on and purchasing healthcare services:

[I]t is common knowledge that even ordinary consumers tend to exercise some *sophistication* when it comes to decisions relating to healthcare . . . . To state the obvious, there are few things more important in life than health and wellbeing . . . . Moreover, it is common knowledge that the purchase of healthcare services involves a *substantial financial commitment*; healthcare costs continue to increase year after year. Inasmuch as this purchasing decision involves both the quality of the health care and a significant cost, purchasers will proceed cautiously and deliberately in making their choice. . . . Simply put, *in purchasing healthcare services, even ordinary consumers are likely to exercise greater care* and will know with whom they are dealing.

*Id.* 1503-04.

The Board's comment about consumers exercising care in purchasing healthcare services is especially true in the field of dentistry, and even more so in the specialized field of dental implants. The decision about which dentist to go to or which dental implant surgeon to use is by no means an impulse decision. It is a decision made only after carefully studying the many options available. As noted in the attached encyclopedia entries (see Exhibits A, B, and C), dental implants involve a lengthy and detailed medical process, generally including multiple surgeries. Dental implants also run a risk of failure and are difficult to maintain. Dental implants are expensive, usually costing consumers thousands of dollars. These facts are not in dispute, and they clearly demonstrate that

consumers of dental implants are likely to be careful and discriminating in choosing a dental implant provider. Therefore, this factor weighs heavily in favor of a finding on no likelihood of confusion.

**C. Use and Registration of the term CHOICE Is Common for Similar Services.**

Opposer also failed to analyze the sixth *du Pont* factor—the “number and nature of similar marks in use on similar goods.” *In re E. I. du Pont de Nemours & Co.*, 476 at 1361, 177 U.S.P.Q. at 567. “Third-party use [and registration] of similar marks establishes that a mark is entitled to a very narrow scope of protection.” *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondée en 1772*, 396 F.3d 1369, 1373-74, 73 U.S.P.Q.2d 1689, 1693 (Fed. Cir. 2005); *see also In re Angel Computer Network Services, Inc.*, Ser. No. 77438719 (Jan. 25, 2013) (reversing 2(d) refusal and concluding that the existence of various registrations incorporating the term ANGEL in the IT field established that “the term ‘Angel’ is fairly dilute in the IT field such that the relevant purchasers are able to distinguish among those Angel-formative marks based upon small distinctions in the marks”).

When there are several third parties that are using or have registered the same or a similar mark, “it may be reasonable to infer . . . that purchasers have been conditioned to expect different sources for specifically different goods or services even though such goods or services might be deemed sufficiently related to be attributable to a single source under an uncommonly used mark.” *National Cable Television Association, Inc. v. American Cinema Editors, Inc.*, 937 F.2d 1572, 19 U.S.P.Q.2d 1424, 1430 (Fed. Cir. 1991); *see also* 2 MCCARTHY ON TRADEMARKS AND UNFAIR COMPETITION § 11:85 (“[I]n a ‘crowded’ field of similar marks, each member of the crowd is relatively ‘weak’ in its ability to prevent use by others in the crowd.”). Here, there is a crowded field.

As set forth above, the Examining Attorney found well over a thousand active marks in related classes that incorporate the term CHOICE. The same Examining Attorney also specifically noted the existence of Opposer’s registration of CLEARCHOICE DENTAL IMPLANTS (Reg. No. 3,225,921) and the pending use-based application for REAL CHOICE (Ser. No. 77/,652,784), both for “dental implant services.” Yet, in light of the crowded field of CHOICE marks, the Examining Attorney did not issue a Section 2(d) refusal on the basis of likely confusion. All of this evidence, which is part of the Application file, is properly before the Board in this case.

Further, there are at least two other existing third-party registrations for marks that use CHOICE and that cover “dental implant services” in Class 44: (1) ADVANCED CHOICE (Reg. No. 3975769) and (2) A BETTER CHOICE (Reg. No. 4539090). Although the Board’s prior practice has been not to admit such registrations as evidence in a Board proceeding, as the Federal Circuit more recently held in *In re Chippendales USA, Inc.*, 622 F.3d 1346, 1357 (Fed. Cir. 2010), it is proper to take judicial notice of such registrations because they are “capable of accurate and ready determination by resort to sources whose accuracy cannot reasonably be questioned.”

Thus, the only term that the parties’ marks have in common (CHOICE) is widely used and registered, and is therefore weak and not entitled to the broad scope of protection that Opposer claims. As Opposer has previously acknowledged, Opposer does not have a monopoly on the term CHOICE. Therefore, this factor supports a finding of no likelihood of confusion.

**D. Opposer Presented No Evidence of Actual Confusion.**

The lack of any evidence of actual confusion also supports a finding of no likelihood of confusion. “[T]he absence of actual confusion over a reasonable period of time might well suggest that the likelihood of confusion is only a remote possibility with little probability of occurring.” *Central Soya Co., Inc. v. North American Plant Breeders*, 212 U.S.P.Q. 37, 48 (TTAB 1981).

Despite misguided efforts to do so, Opposer presented no evidence whatsoever of actual confusion. Opposer’s effort to present evidence of actual confusion in the form of an “expert” survey was rejected in a prior decision involving Applicant— *ClearChoice Holdings LLC v. Implant Direct Int’l*, Opp. No. 91190485 (TTAB Aug. 26, 2013) (hereafter the “*Implant Direct Case*”). When Opposer improperly attempted to submit the same evidence in this case [NOR3], Opposer was forced to withdraw it after Applicant filed a motion to strike. [Dkt. 44]

While Opposer is not required to present evidence of actual confusion, the lack of *any* evidence of actual confusion here, during a five-year opposition against a use-based application, is indicative that confusion is highly unlikely.

**E. Opposer's Mark Is Not Famous.**

Ultimately, where the prior mark is not famous, that makes “a finding of likelihood of confusion harder to achieve.” *Cunningham v. Laser Golf Corp.*, 222 F.3d 943, 949, 55 U.S.P.Q.2d 1842 (Fed. Cir. 2000). Opposer made no attempt to argue or present evidence that its marks are famous, either for purposes of the likelihood of confusion analysis or for Opposer’s now withdrawn dilution claim. Indeed, there is no evidence suggesting that Opposer’s mark is famous.

As the Board concluded in the *Implant Direct* Case, Opposer’s purported evidence of fame (none of which was even presented in this case) “falls woefully short of establishing the fame of its mark.” *Implant Direct*, p. 14. Thus, although Opposer is not required to prove fame, the lack of evidence of fame is also indicative of the fact that there is no likelihood of confusion.

**F. There Is No Evidence of Bad Faith.**

In the context of resolving the issue of likelihood of confusion, the issue of intent may be taken into account *only* “when that issue is not free from doubt.” *The Board of Trustees of The University of Alabama and Paul W. Bryant, Jr. v. William Pitts, Jr. and Christopher Blackburn*, 107 U.S.P.Q.2d 2001 (TTAB 2013). Opposer mischaracterizes the specimen that Applicant submitted with the Application by improperly suggesting that it somehow establishes bad faith. The specimen establishes no such thing. Further, as set forth below, the rules do not even allow Opposer to use a specimen that was not identified and introduced as evidence for that purpose. Therefore, the Board should disregard Applicant’s argument regarding bad faith.

Even after pointing out the rule that marks are not to be compared side-by-side [Dkt. 51, p. 7], Opposer then proceeds to make a side-by-side comparison of a stylized version of Opposer’s mark with one rendition of Applicant’s mark on a newspaper ad. [*Id.* p. 10] That one-time ad, which happened to be submitted as the specimen with the Application, features Applicant’s RightChoice mark four different times. The particular instance that Opposer complains about appears at the top in white text with a pink background (not in black-text on a white background as Opposer shows in its brief), along with a commonly used star design. Such a side-by-side comparison of a stylization not at issue in this case in no way establishes Applicant’s bad faith.

Opposer well knows that Applicant does not use that particular stylization/design, as is apparent from a simple visit to Applicant's website, [www.rightchoicedentalimplantcenter.com](http://www.rightchoicedentalimplantcenter.com). Of course, Opposer chose not to submit *any* evidence of how Applicant actually uses its RightChoice mark. Regardless of what one rendition of the mark in a specimen shows, Applicant's Application does not include any design feature, let alone a star design, which is not even at issue in this case.

The specimen submitted as part of the Application also is not admissible as evidence of anything. Under the Trademark Rules, "[s]pecimens in the file of an application for registration . . . are not evidence on behalf of the applicant or registrant unless identified and introduced in evidence as exhibits during the period for taking testimony." 37 C.F.R. § 2.122(b)(2). Opposer merely submitted the file history of Applicant's Application with NOR1, without any indication of what it would use that application file for, other than a statement that it would be used "to prove there is a likelihood of confusion." Opposer did not specifically identify and submit the specimen as evidence of anything during its testimony period, let alone as evidence of alleged "bad faith." Therefore, the specimen is not admissible for that purpose or any other purpose.<sup>6</sup>

Opposer also presented *no evidence* that Applicant was even aware of Opposer's stylization at the time Applicant created the specimen. Indeed, the record shows that Opposer did not even file the application to register its particular stylized/design mark with a star design until March 9, 2009, three days *after* Applicant filed the Application. Also, "an inference of 'bad faith' requires something more than mere knowledge of a prior similar mark." *Sweats Fashions, Inc. v. Pannill Knitting Co.*, 833 F.2d 1560, 4 U.S.P.Q.2d 1793, 1798 (Fed. Cir. 1987). In this case, Opposer has not even presented evidence of prior knowledge, let alone "something more."

Ironically, Applicant made the same weak argument in the *Implant Direct* Case, wherein the applicant also apparently initially used a logo incorporating a shooting star design. Opposer in that case also submitted evidence that the applicant had copied Opposer's website. The Board

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<sup>6</sup> Unlike the rule against use of "specimens" as evidence if they are not identified and submitted as exhibits, there is nothing that prohibits use of other parts of the trademark application file as evidence, including without limitation the searches conducted by the Examining Attorney or notations of other registered and applied for marks in the file.

in *Implant Direct* easily rejected Opposer's argument about bad faith because the evidence was insufficient to conclude "that applicant manifested a bad-faith intent to deceive consumers, even if it did intend to copy opposer's logo and website." Here there is no evidence of bad faith in the record, and the Board has even greater reason to reject Opposer's allegations of bad faith.

**G. The Board's Decision in the *Implant Direct* Case Does Not Control Here.**

Throughout this case, Opposer has attempted to ride on the coat-tails of the Board's non-precedential decision in the *Implant Direct* Case. Opposer even went so far as to submit the Board's decision in the *Implant Direct* Case as "evidence" in this case. [NOR3, Exh. B] Even a cursory review of the Board's decision in that case shows that the main reasons for the Board's finding of likely confusion in the *Implant Direct* Case are not present in this case.

For example, in that case, the Board was attempting to determine whether there was a likelihood of confusion between the applicant's mark REAL CHOICE, and Opposer's marks incorporating CLEARCHOICE. A key basis for the Board's finding of likely confusion was the similar sound, appearance, and commercial impression of the marks at issue. [*Implant Direct*, p. 11] Specifically, the Board found that the terms REAL and CLEAR were very similar to each other because (a) they both feature "a long 'e' vowel sound" and (b) "REAL is an anagram of CLEAR minus the 'c'." [*Id.*] In this case, the terms RIGHT and CLEAR do not have the same sound and are obviously not anagrams of each other and therefore do not have the same appearance.

Another key distinction from this case as compared to the *Implant Direct* case is that the Opposer in that case conducted significant discovery and introduced substantial evidence of likely confusion. The evidence in *Implant Direct* included the applicant's responses to interrogatories, various deposition transcripts, as well as an expert survey and report concluding that confusion was allegedly likely. In stark contrast, in this case, Opposer conducted no discovery and introduced almost no evidence in support of its claim of likely confusion.

Thus, despite Opposer's arguments, the Board's decision in the *Implant Direct* has no bearing on the Board's conclusion in this case, which stands on its own. Opposer had the burden

of proof but intentionally chose not to present evidence that would establish a likelihood of confusion. As a result, unlike in the *Implant Direct* case, Opposer has failed to meet its burden.

**V. Conclusion**

Based on the foregoing, Applicant respectfully requests that the Board dismiss Opposer's Opposition against Applicant's Application to register the mark RightChoice and allow the Application to proceed to registration.

Respectfully submitted this 11<sup>th</sup> day of September, 2014.

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Opposition No: 91191371  
Mark: RIGHTCHOICE  
Applicant: Dale D. Goldschlag, D.D.S., P.C.  
Type of Filing: Applicant's Trial Brief

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Signature

September 11, 2014  
Date

# Exhibit A



Written by  
Jeffrey Dorfman  
Last Updated  
3-10-2014

# dentistry

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## TABLE OF CONTENTS

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## ORAL AND MAXILLOFACIAL SURGERY

Oral **surgery** deals with the diagnosis of, and the surgery required by, diseases, injuries, and defects of the human jaws and associated structures. Both dentists and physicians refer a wide variety of special dental problems to the oral surgeon. These may include the removal of impacted and infected teeth and the treatment of **cysts**, **tumours**, lesions, and infections of

the mouth and jaws. In addition, there are more complex problems, such as jaw and facial injuries, **cleft palate**, and **cleft lip**.

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## ORAL AND MAXILLOFACIAL PATHOLOGY

Oral **pathology** is the study of the causes, processes, and effects of oral disease, together with the resultant alterations of oral structure and functions. The oral pathologist provides diagnoses on which treatment by other specialists will depend.

## ENDODONTICS

**Endodontics** deals with the treatment of diseases of the inside of the **tooth**, including the pulp chamber, the pulp canal, and contiguous structures. Root canal therapy and bleaching of nonvital teeth are standard treatments rendered by endodontists.

## PUBLIC HEALTH DENTISTRY

Dental public health is recognized as a specialty in Canada and the United States. The American Dental Association recognizes dental public health as a specialty if the holder of the master's degree proceeds to a further year of study in training and passes the examination of the American Board of Dental Public Health. Training in dental public health is also available in the United Kingdom. The specialty is not emphasized to the same degree in the rest of the world.

## ORAL AND MAXILLOFACIAL RADIOLOGY

Oral and maxillofacial **radiology** deals with the use of **X-rays** for diagnosis and treatment of diseases or disorders of the mouth and jaw. It embraces not only the standard X-ray but also the panoramic X-ray, as well as the use of radiation and radioactive materials in treatment of disease of the mouth and jaws.

## COSMETIC DENTISTRY

The face is the most recognizable feature of a person. The **mouth**, which includes the lips, cheeks, jaws, teeth, and **gums**, makes up the lower third of the face. Cosmetic (or aesthetic) dentistry may offer profound benefits to the quality of life for those people who need it.

Cosmetic dentistry may be classified as skeletal or dental. Skeletal changes may be achieved through oral surgery, which can change the position of the jaws. Dental changes may be achieved by either adding to, taking away from, or moving the teeth. The most common materials to add to teeth to change their appearance are bonding, a tooth-coloured **plastic**, or **porcelain**, a type of ceramic. Taking away tooth structure is accomplished with a drill. If only a slight amount of the tooth is removed, it is called sculpting or reshaping, and nothing is subsequently added. If a more substantial amount of tooth is removed, then porcelain may be added in a new position. Moving

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teeth is accomplished with braces, which can be either fixed or removable.

### RECONSTRUCTIVE DENTISTRY

Reconstructive dentistry involves any major rebuilding of the [mouth](#), typically with porcelain and metal. Reconstructive dentistry may be needed by individuals who have many severe cavities, have generalized severe [gum](#) disease, or have been in an accident. Reconstructive dentistry frequently involves a combination of all the dental specialties; patients may need multiple crowns (caps), gum therapy, [root canal therapy](#), braces, or oral surgery, including dental implants.

Reconstructions are planned to first stop the continuation of active disease and then repair the damage. Emotional components of treatment, such as fear, are frequently involved, and a dentist must be caring and have an understanding of [psychology](#). Major potential sources of postoperative pain are often eliminated early in treatment by performing root canal therapy when indicated. The fabrication of final porcelain bridges usually begins 6 to 12 weeks following the completion of any necessary surgery. It is critical for patients to understand that reconstructed teeth require frequent cleanings and maintenance.

### IMPLANT DENTISTRY

A dental implant is an artificial [tooth](#) root. It serves to attach artificial teeth to the underlying jawbone. Dental implants may be visualized as screws, and the jawbone may be considered a piece of wood. Under this analogy, a screw would be turned half its length into a piece of wood, and an artificial tooth would be glued to the part of the screw projecting above the wood. The tooth would be firmly attached to the screw, which in turn would be firmly anchored in the wood. A single dental implant may be used for one missing tooth. Four to eight dental implants may be placed in a jaw that is missing all the teeth.

Dental implants need to be placed in an adequate amount of bone that is free of infection. Sometimes surgical procedures are first necessary either to clean out existing infection or to create more bone for implantation procedures, such as bone ridge augmentation or nasal [sinus](#) elevation. The surgery to place the dental implants themselves is similar to that of tooth removal.

Dental implant reconstructions can take 6 to 12 months to complete, mostly because of the healing time necessary between surgeries. Because bone is living tissue, it needs time to respond favourably to the biocompatible [titanium](#) implants. The biophysics of the early cellular response of the hard (bone) and soft ([skin](#) and [ligament](#)) tissues to dental implantation is an area of intense research and debate. The benefits of this research carry over to [orthopedics](#)—for example, with the replacement of spinal rods and the healing of difficult broken bones, both of which require screws for immediate immobilization.

Implant dentistry has evolved into a very predictable treatment option for many people.

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# Exhibit B

## Dental Implants

A A A



### Definition

Generally, an artificial tooth or bridge attached to the underlying jawbone.

### Description

Many older Americans have lost some or all of their teeth. For them, there is an alternative to removable dentures, fixed bridges, and missing teeth - dental implants. Implantology has become one of the most popular areas of dentistry.

Unlike conventional crowns and bridges, which rely on remaining teeth for support, a dental implant consists of an artificial tooth or bridge attached to the underlying jawbone.

First an anchor (usually made of titanium) is surgically embedded or placed on top of the bone. Most often this procedure is done under local **anesthesia** on an outpatient basis. Then, one waits for up to six months for the bone to grow around the anchor and hold it firmly in place; meanwhile, one can wear a temporary denture.

Sometimes, the post that will hold the replacement tooth is already attached to the anchor when it is implanted; other implants require additional surgery to attach the post to the anchor later on. After the gums are healed, the artificial tooth or teeth are finally attached.

Implants can replace one or more teeth, provide support for a partial denture, or be used to attach a full denture. The implanted tooth cannot be removed by the wearer, who treats it like a natural tooth and can expect it to last for a decade or more.

Dental implants are likely to be more comfortable, convenient, and stable than dentures, but for many people who can manage well enough with conventional crowns, bridges, and dentures, the disadvantages may outweigh the advantages.

### Potential Problems

*Treatment is long and hard* - implantation usually requires two operations, each lasting one to three hours depending upon how many implants the patient is receiving.

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*Implants may fail* - the biggest risk of this procedure is loosening or fracture of the implant. The device may not fit snugly into the socket drilled in the bone or it may fail to bond with the bone. Infection after surgery may destroy the surrounding bone or there may be too little bone to withstand the **stress** of chewing.

*Implants are hard to maintain* - while implants will not constantly remind you that you are wearing false teeth, you cannot completely forget about them. The gum does not hug the artificial tooth as tightly as it hugs a natural healthy tooth, so the chance of local inflammation is greater than normal. You need to clean the implant more carefully than you would a natural tooth. You may also need to see your dentist for a checkup and cleaning more often than the usual twice a year.

*Implants can be expensive*

### Finding The Right Dentist

Dental specialists - oral surgeons, periodontists, and prosthodontists - are trained in many of the general skills required for implantation and are often the best practitioners to do the procedure. However, the most important factor is training and experience, specifically in implantation.

## Questions

Do you perform the dental implant procedure or should a specialist be seen?

How many implant procedures have you performed?

How successful have they been?

What problems or complications have you encountered?

How is the procedure performed? What are the risks or complications with this procedure? What about post-operative care?

How do you care for the temporary denture? What will it look like?

What if the bone doesn't grow around the post?

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## Dental Implants Cost and Candidacy: Is Implant Dentistry Worth It?

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Authored By: [Greg Johnstone](#)  
 Reviewed By: [W. Peter Nordland, DMD](#)

The cost of dental implants depends on many factors, including the type of implantation, the dentist performing the procedure, the location where the implant placement surgery is performed, the dental implant material used and the amount of dental insurance you have.

Single implants may range in cost from \$900 to \$3,000, depending on the aforementioned factors. The cost of full-mouth reconstructive dental implants can range from \$24,000 to \$96,000.

If treatment is not covered by your dental insurance, or if you don't have insurance, you may be able to enlist the services of a third-party financing company like CareCredit. Qualified candidates can work with a financing company to develop a monthly payment plan that best fits their budget.

### Advantages of Implant Dentistry

Dental implants are stronger and more durable than their restorative counterparts, such as crowns and bridges that are cemented into place, or dentures that are removable.

Implants offer a permanent solution to tooth loss. When used to support a dental bridge or dental crown because multiple teeth are missing, dental implants represent a cavity-resistant and stable foundation for these restorations. Although there are many restorative options for replacing missing teeth, none have proven as functionally effective and durable as dental implants.

Periodontists and oral surgeons perform the implant surgical procedure itself.

### Are You a Dental Implant Candidate?

To determine if you are a candidate for dental implants, seek the advice of a qualified dental professional trained in implant dentistry. Ask about the extent of your dentist's training. Training in implants, crowns and/or oral surgery offered by private organizations may be completed over a weekend, but medical organizations such as the American Academy of Periodontology and the American Association of Oral and Maxillofacial Surgeons offer more extensive training. Since dental implant placement is a type of oral surgery, it is important to ensure that your dentist has the experience and training required for this sensitive procedure.

Dental implantation, which is performed to replace missing teeth, can be done any time after adolescence or when bone growth is complete. Certain medical conditions, such as active diabetes, cancer or periodontal disease, may require additional treatment before the implant procedure can be performed.

To determine if implants are right for you, your dental professional will thoroughly examine your teeth and gums and evaluate bone density and quantity. This may involve X-rays and computer tomography scans (CT scans) to ensure there is sufficient bone structure for placing the implant(s), and to determine exactly where the implant should be placed.

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Based on the condition of your oral tissues, oral hygiene and personal habits, and commitment to follow aftercare instructions, your dentist will advise you of the most appropriate dental implant treatment plan. Some patients with insufficient bone or gum tissue require bone or soft tissue grafts and/or the use of small diameter implants (also called mini implants).

Also, if you are a smoker who is considering a dental implant, your dentist will likely advise you to quit before undergoing the dental implant procedure because smokers face a higher risk of implant failure. A higher implant failure rate also occurs in people who take immuno-suppressants.

### **Success Rates of Dental Implants**

Dental implants are among the most successful procedures in dentistry. Although there is no guarantee that a dental implant procedure will be successful, studies have shown a five-year success rate of 95 percent for lower jaw implants and 90 percent for upper jaw implants. The success rate for upper jaw implants is slightly lower because the upper jaw (especially the back area) is less dense than the lower jaw, making successful implantation and osseointegration potentially more difficult to achieve. Implant placement at the back of the lower jaw has the highest success rate for all dental implants.

### **Dental Implant Risks**

Dental implants may fail for a number of reasons, but the cause often is related to a failure in the osseointegration process. For example, if the implant is placed in a poor position, osseointegration may not take place. Dental implants may break, the site in which they were placed may become infected, or the crown restoration on top of the implant may become loose.

Poor oral hygiene can lead to peri-implantitis around dental implants, a disease that is similar to the development of periodontitis (severe gum disease) around a natural tooth. However, dental implant restorations are not susceptible to cavities the way natural teeth are.

### **Implant Dentistry: New Procedural Strategies**

Dentists trained to perform implants, crowns and/or surgery have begun to immediately place dental implants into locations where teeth have been extracted. When successful, this approach can shed months off the treatment time associated with dental implants because the osseointegration process is accelerated.

Candidacy for this type of early intervention depends upon the anatomy of the tooth extraction area. For example, in many cases the extracted tooth site is wider than the implant, making it impossible to place the implant into the site immediately after extraction. Bone or soft tissue grafting would be required to ensure a secure implant fit and placement.

### **Implant Alternatives: Mini Dental Implants**

Another strategy for implant placement within narrow spaces is the incorporation of the mini implant. Mini implants may be used for small teeth and incisors.

Narrower implants may be used for small teeth and incisors. Also, a narrower implant may best serve patients who require stabilization of lower jaw dentures, pre-molar teeth, or a missing tooth that was located in a narrow area. A small number of narrower implants are FDA-approved for the purpose of prosthesis stabilization, including the mini dental implant. Only certain dentists may perform this procedure.

There are some core differences between traditional implants and mini implants:

- Mini implants are approximately half the width of their traditional counterparts.
- The implant is not fully submerged during a narrow implant procedure.

Should implant failure occur, the small size (that of a toothpick) means grafting is not necessary.

- Mini implants are less costly.
- Mini implants are solid though they do not contain a screw. 

Next, go to:

- [Dental implant procedure: Advantages and success rate](#)

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right

# right

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137 ENTRIES FOUND:

**right**

[right-about](#)

[right-about-face](#)

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<sup>1</sup>right *adjective* \ˈrīt\

- : morally or socially correct or acceptable
- : agreeing with the facts or truth : accurate or correct
- : speaking, acting, or judging in a way that agrees with the facts or truth

### Full Definition of RIGHT

Cite!

- 1 : RIGHTEOUS, UPRIGHT
- 2 : being in accordance with what is just, good, or proper < *right* conduct >
- 3 : conforming to facts or truth : CORRECT < the *right* answer >
- 4 : SUITABLE, APPROPRIATE < the *right* man for the job >
- 5 : STRAIGHT < a *right* line >
- 6 : GENUINE, REAL
- 7 **a** : of, relating to, situated on, or being the side of the body which is away from the side on which the heart is mostly located
  - b** : located nearer to the right hand than to the left
  - c** : located to the right of an observer facing the object specified or directed as the right arm would point when raised out to the side
  - d** (1) : located on the right of an observer facing in the same direction as the object specified < stage *right* > (2) : located on the right when facing downstream < the *right* bank of a river >
  - e** : done with the right hand < a *right* hook to the jaw >
- 8 : having the axis perpendicular to the base < *right* cone >
- 9 : of, relating to, or constituting the principal or more prominent side of an object < made sure the socks were *right* side out >
- 10 : acting or judging in accordance with truth or fact < time proved her *right* >



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<sup>1</sup>right *adjective*  
: morally or socia  
: agreeing with th

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#### Big Words on Campus

Words that spike in lookups when students return to school



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**11 a** : being in good physical or mental health or order <not in his *right* mind>

**b** : being in a correct or proper state <put things *right*>

**12** : most favorable or desired : [PREFERABLE](#); *also* : socially acceptable <knew all the *right* people>

**13** *often capitalized* : of, adhering to, or constituted by the Right especially in politics

— *right-ness* *noun*

[See right](#) defined for English-language learners »

See [right](#) defined for kids »

### Examples of RIGHT

- You can't treat me like this! It's not *right*!
- You were *right* to tell the teacher about the girl who you saw cheating.
- Telling the teacher was the *right thing* to do.
- "Is that clock *right*? Is it noon already?" "Yes. That's *right*."
- There's something not quite *right* about his story.
- Their theory was proved *right*.
- *Let me get this right*—you want me to lend you \$1,000?!
- You're *right*; the answer is six.
- I bet you like baseball. Am I *right*?
- Am I *right* in thinking that he should have never loaned her the money?

### Origin of RIGHT

Middle English, from Old English *riht*; akin to Old High German *reht* right, Latin *rectus* straight, right, *regere* to lead straight, direct, rule, *rogare* to ask, Greek *oregein* to stretch out

First Known Use: before 12th century

### Related to RIGHT

Synonyms

[accurate](#), [authentic](#), [exact](#), [precise](#), [faithful](#), [strict](#), [true](#), [correct](#)



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- z** : something to which one has a just claim: as
- a** : the power or privilege to which one is justly entitled  
<voting *rights*> <his *right* to decide>
  - b** (1) : the interest that one has in a piece of property — often used in plural <mineral *rights*> (2) *plural* : the property interest possessed under law or custom and agreement in an intangible thing especially of a literary and artistic nature <film *rights* of the novel>
- 3** : something that one may properly claim as due <knowing the truth is her *right*>
- 4** : the cause of truth or justice
- 5** **a** : **RIGHT HAND** 1a; *also* : a blow struck with this hand <gave him a hard *right* on the jaw>
- b** : the location or direction of the right side <woods on his *right*>
  - c** : the part on the right side
  - d** : **RIGHT FIELD**
  - e** : a turn to the right <take a *right* at the stop sign>
- 6** **a** : the true account or correct interpretation
- b** : the quality or state of being factually correct
- 7** *often capitalized*
- a** : the part of a legislative chamber located to the right of the presiding officer
  - b** : the members of a continental European legislative body occupying the right as a result of holding more conservative political views than other members
- 8** **a** *often capitalized* : individuals professing support of the established order and favoring traditional attitudes and practices and conservative governmental policies
- b** *often capitalized* : a conservative position

**9 a** : a privilege given stockholders to subscribe pro rata to a new issue of securities generally below market price

**b** : the negotiable certificate evidencing such privilege — usually used in plural

— **right-most**  *adjective*

— **by rights** also **by all rights**

: with reason or justice : [PROPERLY](#)

— **in one's own right**

: by virtue of one's own qualifications or properties

— **of right**

**1** : as an absolute right

**2** : legally or morally exactable

— **to rights**

: into proper order

 See [right](#) defined for English-language learners »

#### Examples of RIGHT

- We discussed the *rights and wrongs* of genetic cloning.
- women fighting for equal *rights*
- Knowing the truth is her *right*.

#### Origin of RIGHT

Middle English, from Old English *riht*, from *riht*, adjective

First Known Use: before 12th century

#### Related to RIGHT

Synonyms

[apannage](#) (*also* [apannage](#)), [birthright](#), [prerogative](#)

Antonyms

[inequity](#), [injustice](#), [raw deal](#), [wrong](#)

[+] more

### <sup>3</sup>right *adverb*

: in the exact location, position, or moment that is mentioned

: in a direct course or manner

: in a way that agrees with the facts or truth

#### Full Definition of RIGHT

**1** : according to right <live *right*>

**2** : in the exact location, position, or moment : [PRECISELY](#)  
<*right* at his fingertips> <quit *right* then and there>

**3** : in a suitable, proper, or desired manner <knew he wasn't doing it *right*>

**4** : in a direct line, course, or manner : [DIRECTLY](#), [STRAIGHT](#) <go *right* home> <came *right* out and said it>

**5** : according to fact or truth : [TRULY](#) <guessed *right*>

- 6 a** : all the way <windows *right* to the floor>  
**b** : in a complete manner <felt *right* at home>
- 7** : without delay : [IMMEDIATELY](#) <*right* after lunch>
- 8** : to a great degree : [VERY](#) <a *right* pleasant day>
- 9** : on or to the right <looked left and *right*>
- [🔗](#) See [right](#) defined for English-language learners »

**Examples of RIGHT** .....

- The keys are *right* where I said they would be.
- “Where are my keys?” “They’re *right* here.”
- The bank is *right* next to the pharmacy.
- The parking lot is *right* in front of the building.
- He left his bags *right* in the middle of the floor.
- She was waiting *right* outside the door.
- The ball hit me *right* in the face.
- We arrived *right* at noon.
- You are *right on time*.
- When the boss yelled at him, he quit *right then and there*.

**First Known Use of RIGHT** .....

before 12th century

**Related to RIGHT** .....

Synonyms

[due](#), [full](#), [just](#), [precisely](#), [exactly](#), [sharp](#), [smack-dab](#),  
[squarely](#)

Antonyms

[indirectly](#)

[+] more

**right** *verb*

- : to make (something) right : to correct (something wrong or unjust)
- : to return (something) to a proper state or condition
- : to put (something or someone) back in an upright position

**Full Definition of RIGHT** .....

*transitive verb*

- 1 a** : to do justice to : redress the injuries of <so just is God to *right* the innocent — Shakespeare>
- b** : [JUSTIFY](#), [VINDICATE](#) <felt the need to *right* himself in court>
- 2** : [AVENGE](#) <vows to *right* the injustice done to his family>
- 3 a** : to adjust or restore to the proper state or condition <*right* the economy>

**b** : to bring or restore to an upright position < *right* a capsized boat >

*intransitive verb*

: to become upright

— **right·er** *noun*

 See [right](#) defined for English-language learners »

#### Examples of RIGHT

- It was time to *right* an old wrong.
- No one can *right* all the wrongs in the world.
- The government needs to do something to *right* the economy.
- They *righted* the capsized boat.
- He quickly *righted* himself after he fell off the chair.

#### First Known Use of RIGHT

before 12th century

**right**  *adjective* \ˈrɪt\ (*Medical Dictionary*)

#### Medical Definition of RIGHT

: of, relating to, or being the side of the body which is away from the heart and on which the hand is stronger in most people < her *right* foot >; *also* : located nearer to this side than to the left

—**right** *adverb*

**right** *noun* (*Concise Encyclopedia*)

Portion of the political spectrum associated with conservative political thought. The term derives from the seating arrangement of the French revolutionary parliament (c. 1790s) in which the conservative representatives sat to the presiding officer's right. In the 19th century, the term applied to conservatives who supported authority, tradition, and property. In the 20th century a divergent, radical form developed that was associated with [FASCISM](#). See *also* [LEFT](#).

#### Learn More About RIGHT

-  Thesaurus: [All synonyms and antonyms for "right"](#)
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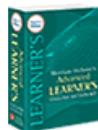
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clear

# clear

Save Popularity

34 ENTRIES FOUND:

- clear
- clear-air turbulence
- clear and present danger

<sup>1</sup>clear adjective \ˈklɪr\

- : very obvious : not causing or allowing doubt
- : easily understood
- : free from doubt or confusion

### Full Definition of CLEAR



- a** : BRIGHT, LUMINOUS

**b** : CLOUDLESS; *specifically* : less than one-tenth covered < a *clear* sky>

**c** : free from mist, haze, or dust < a *clear* day>

**d** : UNTROUBLED, SERENE < a *clear* gaze>
- : CLEAN, PURE: as

**a** : free from blemishes < *clear* skin>

**b** : easily seen through : TRANSPARENT < *clear* glass>

**c** : free from abnormal sounds on auscultation
- a** : easily heard < a loud and *clear* sound>

**b** : easily visible : PLAIN < a *clear* signal>

**c** : free from obscurity or ambiguity : easily understood : UNMISTAKABLE < a *clear* explanation>
- a** : capable of sharp discernment : KEEN < a *clear* thinker>

**b** : free from doubt : SURE < not *clear* on how to proceed>
- : free from guile or guilt : INNOCENT < a *clear* conscience>
- : unhampered by restriction or limitation: as

**a** : unencumbered by debts or charges < a *clear* estate>

**b** : NET < a *clear* profit>

**c** : UNQUALIFIED, ABSOLUTE < a *clear* victory>

**d** : free from obstruction < *clear* passage>

**e** : emptied of contents or cargo



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34 ENTRIES FOUND:

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**f** : free from entanglement or contact <staying *clear* of controversy> <keep *clear* of the boundary>

**g** : [BARE](#), [DENUDED](#) <*clear* ground>

— *clear-ness* *noun*

- See [clear](#) defined for English-language learners »
- See [clear](#) defined for kids »

### Examples of CLEAR

- There are *clear* differences between the two candidates.
- She's the *clear* favorite to win the election.
- I'm not completely happy with the plan, but I see no *clear* alternative.
- He was the *clear* winner.
- She has made it abundantly *clear* that she does not support us.
- It's not *clear* how much longer we'll have to wait.
- "Changes will have to be made." "Yes, that's *clear*."
- Her writing has a *clear* style.
- The instructions weren't very *clear* about when we were supposed to begin.
- I think I have a *clear* understanding of the problem.

### Origin of CLEAR

Middle English *clere*, from Anglo-French *cler*, from Latin *clarus* *clear*, bright; akin to Latin *calare* to call — more at [LOW](#)

First Known Use: 13th century

### Related to CLEAR

#### Synonyms

[crystal](#), [crystal clear](#), [crystalline](#), [limpid](#), [liquid](#), [lucent](#), [pellucid](#), [see-through](#), [transparent](#)

#### Antonyms

[cloudy](#), [opaque](#)

[+] more

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: in a clear manner  
: all the way : completely or entirely

**Full Definition of CLEAR**

- 1 : in a clear manner <to cry loud and *clear*>
  - 2 : all the way <drove *clear* across the state>
- [See clear](#) defined for English-language learners »

**Examples of CLEAR**

- We drove *clear* across the state.
- The ball rolled *clear* across the street.

**First Known Use of CLEAR**

14th century

**<sup>3</sup>clear** *verb*

**Definition of CLEAR**

*transitive verb*

- 1 **a** : to make clear or translucent
- b** : to free from pollution or cloudiness
- 2 : to free from accusation or blame : [EXONERATE](#), [VINDICATE](#) <the opportunity to *clear* himself>
- 3 **a** : to give insight to : [ENLIGHTEN](#)
- b** : to make intelligible : [EXPLAIN](#) <*clear* up the mystery>

**4 a** : to free from what obstructs or is unneeded: as (1) : [OPEN](#) 1b <clear a path> (2) : to remove unwanted growth or items from <clear the land of timber> (3) : to rid or make a rasping noise as if ridding (the throat) of phlegm (4) : to erase stored or displayed data from (as a computer or calculator)

**b** : to empty of occupants <clear the room>

**c** : [DISENTANGLE](#) <clear a fishing line>

**d** : to remove from an area or place <clear the dishes from the table>

**e** : [TRANSMIT](#), [DISPATCH](#)

**5 a** : to submit for approval <clear it with me first>

**b** : [AUTHORIZE](#), [APPROVE](#) <cleared the article for publication>: as (1) : to certify as trustworthy <clear a person for classified information> (2) : to permit (an aircraft) to proceed usually with a specified action <the plane was cleared to land>

**6 a** : to free from obligation or encumbrance

**b** : [SETTLE](#), [DISCHARGE](#) <clear an account>

**c** (1) : to free (a ship or shipment) by payment of duties or harbor fees (2) : to pass through (customs)

**d** : to gain without deduction : [NET](#) <clear a profit>

**e** : to put through a [clearinghouse](#)

**7 a** : to go over, under, or by without touching <the ball just cleared the uprights>

**b** : to move through successfully : [PASS](#) <the bill cleared the legislature>

*intransitive verb*

**1 a** : to become clear <it cleared up quickly after the rain>

**b** : to go away : [VANISH](#) <the symptoms cleared gradually>

**c** : [SELL](#)

**2 a** : to obtain permission to discharge cargo

**b** : to conform to regulations or pay requisite fees prior to leaving port

**3** : to pass through a clearinghouse

**4** : to go to an authority (as for approval) before becoming effective

— [clear-able](#)  *adjective*

— [clear-er](#)  *noun*

— [clear the air](#) also [clear the atmosphere](#)  
: to remove elements of hostility, tension, confusion, or uncertainty <had a long meeting to clear the air>

— [clear the decks](#)  
: to make sweeping preparations for action

 See [clear](#) defined for English-language learners »

**Examples of CLEAR** .....

•

The sky *cleared* after the rain.

- The weather is cloudy now, but it's *clearing* gradually.
- The morning fog gradually *cleared*.
- When the smoke *cleared*, we could see that the building had been completely destroyed.
- The water *cleared* after the mud had settled.
- My skin *cleared* when I started using the cream.
- They *cleared* timber from the land.
- She *cleared* everything out of the closet.
- I'll *clear* those books out of the way.
- The police ordered the crowd to *clear* the area.

**First Known Use of CLEAR**

14th century

**Related to CLEAR**

Synonyms

[free](#), [open](#), [unblock](#)

Antonyms

[block](#)

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**<sup>4</sup>clear** *noun*

**Definition of CLEAR**

**1** : a clear space or part

**2** : a high arcing shot over an opponent's head in badminton

— *in the clear*

**1** : in inside measurement

**2** : free from guilt or suspicion

**3** : in plaintext : not in code or cipher <a message sent *in the clear*>

 See [clear](#) defined for English-language learners »

**First Known Use of CLEAR**

1674

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clear

# clear

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34 ENTRIES FOUND:

- clear
- clear-air turbulence
- clear and present danger

<sup>1</sup>clear adjective \ˈklɪr\

- : very obvious : not causing or allowing doubt
- : easily understood
- : free from doubt or confusion

### Full Definition of CLEAR



- a** : BRIGHT, LUMINOUS

**b** : CLOUDLESS; *specifically* : less than one-tenth covered < a *clear* sky>

**c** : free from mist, haze, or dust < a *clear* day>

**d** : UNTROUBLED, SERENE < a *clear* gaze>
- : CLEAN, PURE: as

**a** : free from blemishes < *clear* skin>

**b** : easily seen through : TRANSPARENT < *clear* glass>

**c** : free from abnormal sounds on auscultation
- a** : easily heard < a loud and *clear* sound>

**b** : easily visible : PLAIN < a *clear* signal>

**c** : free from obscurity or ambiguity : easily understood : UNMISTAKABLE < a *clear* explanation>
- a** : capable of sharp discernment : KEEN < a *clear* thinker>

**b** : free from doubt : SURE < not *clear* on how to proceed>
- : free from guile or guilt : INNOCENT < a *clear* conscience>
- : unhampered by restriction or limitation: as

**a** : unencumbered by debts or charges < a *clear* estate>

**b** : NET < a *clear* profit>

**c** : UNQUALIFIED, ABSOLUTE < a *clear* victory>

**d** : free from obstruction < *clear* passage>

**e** : emptied of contents or cargo



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**f** : free from entanglement or contact <staying *clear* of controversy> <keep *clear* of the boundary>

**g** : [BARE](#), [DENUDED](#) <*clear* ground>

— *clear-ness* *noun*

- See [clear](#) defined for English-language learners »
- See [clear](#) defined for kids »

## Examples of CLEAR

- There are *clear* differences between the two candidates.
- She's the *clear* favorite to win the election.
- I'm not completely happy with the plan, but I see no *clear* alternative.
- He was the *clear* winner.
- She has made it abundantly *clear* that she does not support us.
- It's not *clear* how much longer we'll have to wait.
- "Changes will have to be made." "Yes, that's *clear*."
- Her writing has a *clear* style.
- The instructions weren't very *clear* about when we were supposed to begin.
- I think I have a *clear* understanding of the problem.

## Origin of CLEAR

Middle English *clere*, from Anglo-French *cler*, from Latin *clarus* *clear*, bright; akin to Latin *calare* to call — more at [LOW](#)

First Known Use: 13th century

## Related to CLEAR

### Synonyms

[crystal](#), [crystal clear](#), [crystalline](#), [limpid](#), [liquid](#), [lucent](#), [pellucid](#), [see-through](#), [transparent](#)

### Antonyms

[cloudy](#), [opaque](#)

[+] more



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: in a clear manner  
: all the way : completely or entirely

**Full Definition of CLEAR** .....

- 1 : in a clear manner <to cry loud and *clear*>
  - 2 : all the way <drove *clear* across the state>
- [🔗](#) See [clear](#) defined for English-language learners »

**Examples of CLEAR** .....

- We drove *clear* across the state.
- The ball rolled *clear* across the street.

**First Known Use of CLEAR** .....

14th century

<sup>3</sup>**clear** *verb*

**Definition of CLEAR** .....

*transitive verb*

- 1 **a** : to make clear or translucent
- b** : to free from pollution or cloudiness
- 2 : to free from accusation or blame : [EXONERATE](#), [VINDICATE](#) <the opportunity to *clear* himself>
- 3 **a** : to give insight to : [ENLIGHTEN](#)
- b** : to make intelligible : [EXPLAIN](#) <*clear* up the mystery>

**4 a** : to free from what obstructs or is unneeded: as (1) : [OPEN](#) 1b <clear a path> (2) : to remove unwanted growth or items from <clear the land of timber> (3) : to rid or make a rasping noise as if ridding (the throat) of phlegm (4) : to erase stored or displayed data from (as a computer or calculator)

**b** : to empty of occupants <clear the room>

**c** : [DISENTANGLE](#) <clear a fishing line>

**d** : to remove from an area or place <clear the dishes from the table>

**e** : [TRANSMIT](#), [DISPATCH](#)

**5 a** : to submit for approval <clear it with me first>

**b** : [AUTHORIZE](#), [APPROVE](#) <cleared the article for publication>: as (1) : to certify as trustworthy <clear a person for classified information> (2) : to permit (an aircraft) to proceed usually with a specified action <the plane was cleared to land>

**6 a** : to free from obligation or encumbrance

**b** : [SETTLE](#), [DISCHARGE](#) <clear an account>

**c** (1) : to free (a ship or shipment) by payment of duties or harbor fees (2) : to pass through (customs)

**d** : to gain without deduction : [NET](#) <clear a profit>

**e** : to put through a [clearinghouse](#)

**7 a** : to go over, under, or by without touching <the ball just cleared the uprights>

**b** : to move through successfully : [PASS](#) <the bill cleared the legislature>

*intransitive verb*

**1 a** : to become clear <it cleared up quickly after the rain>

**b** : to go away : [VANISH](#) <the symptoms cleared gradually>

**c** : [SELL](#)

**2 a** : to obtain permission to discharge cargo

**b** : to conform to regulations or pay requisite fees prior to leaving port

**3** : to pass through a clearinghouse

**4** : to go to an authority (as for approval) before becoming effective

— [clear-able](#)  *adjective*

— [clear-er](#)  *noun*

— [clear the air](#) also [clear the atmosphere](#)

: to remove elements of hostility, tension, confusion, or uncertainty <had a long meeting to clear the air>

— [clear the decks](#)

: to make sweeping preparations for action

 See [clear](#) defined for English-language learners »

**Examples of CLEAR** .....

•

The sky *cleared* after the rain.

- The weather is cloudy now, but it's *clearing* gradually.
- The morning fog gradually *cleared*.
- When the smoke *cleared*, we could see that the building had been completely destroyed.
- The water *cleared* after the mud had settled.
- My skin *cleared* when I started using the cream.
- They *cleared* timber from the land.
- She *cleared* everything out of the closet.
- I'll *clear* those books out of the way.
- The police ordered the crowd to *clear* the area.

**First Known Use of CLEAR**

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# Exhibit E

right

My Synonyms (0)

# right

see definition of right Like +1 Aa show all

- adj **fair, just**
- adj accurate, precise
- adj appropriate, fitting
- adj sane, healthy
- adj conservative politically
- adj opposit
- verb fix, correct

27 Synonyms found for right

Relevance A-Z Complexity Length

## Synonyms for right

Common Informal

adj fair, just

- |             |          |               |            |
|-------------|----------|---------------|------------|
| appropriate | suitable | requisite     | lawful     |
| good        | true     | upright       | righteous  |
| honest      | deserved | condign       | rightful   |
| honorable   | due      | conscientious | scrupulous |
| legal       | fitting  | equitable     | stand-up   |
| legitimate  | merited  | ethical       | virtuous   |
| proper      | moral    | justifiable   |            |

## Antonyms for right

- |              |               |           |
|--------------|---------------|-----------|
| dishonest    | unlawful      | insane    |
| evil         | unreal        | left      |
| false        | unsuitable    | mad       |
| fraudulent   | untrustworthy | unfair    |
| illegal      | inappropriate | unfit     |
| illegitimate | corrupt       | unhealthy |
| improper     | immoral       | unjust    |
| invalid      | imprecise     | unsuited  |
| misbehaving  | inaccurate    | wrong     |
| unacceptable | inadmissible  |           |
| unfitting    | inequitable   |           |

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## Usage Notes

Right in the sense of "very, extremely" is neither old-fashioned nor dialectal. It is most common in informal speech and writing: It's right cold this morning. The editor knew right well where the story had originated.

## Concept Thesaurus for word right

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### Word Origin & History

right "morally correct," O.E. riht "just, good, fair, proper, fitting, straight," from P.Gmc. \*rekhtaz (cf. O.H.G. reht, Ger. recht, O.N. retrr, Goth. raihts), from PIE base \*reg- "move in a straight line," also "to rule, to lead straight, to put right" (see regal; cf. Gk. orektos "stretched out, upright;" L. rectus "straight, right;" O.Pers. rasta- "straight, right," arta- "rectitude;" O.Ir. recht "law;" Welsh rhaith, Breton reiz "just, righteous, wise"). Cf. slang straight "honest, morally upright," and L. rectus "right," lit. "straight," Lith. teisus "right, true," lit. "straight." Gk. dikaios ...

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1. Moral obligations

Synonyms - noun

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summum jus.	justice	equity	equitableness
propriety	fair play	impartiality	measure for measure
give and take	lex talionis.	Astraea	Nemesis

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More words related to **right**

**accurate**

adj. precise

authentic	discriminative	matter-of-fact	regular
careful	distinct	methodical	right
close	exact	meticulous	rigid
concrete	explicit	on the button	rigorous
correct	factual	on the money	scientific
defined	faithful	on the nose	scrupulous
definite	genuine	particular	severe
deft	judicious	proper	sharp
detailed	just	punctilious	skillful
discriminating	literal	punctual	solid
specific			
strict			
systematic			
true			
ultraprecise			
unerring			
unmistakable			
veracious			

**accurate**

adj. correct, without error

absolute	definitive	genuine	strict
actual	errorless	infallible	true
authentic	exact	irrefutable	truthful
authoritative	factual	official	undeniable
certain	faultless	perfect	undisputed
conclusive	final	right	unimpeachable
definite	flawless	straight	unquestionable
unrefuted			
valid			
veracious			

**admissible**

adj. able or deserving of consideration; allowable



acceptable	just	logical	pertinent
allowed	justifiable	not impossible	possible
applicable	lawful	not unlikely	probable
appropriate	legal	okay	proper
concedable	legitimate	passable	rational
fair	licit	permissible	reasonable
fitting	likely	permitted	relevant
right			
suitable			
tolerable			
tolerated			
warranted			
worthy			

**all right**

adj. correct; excellent

accurate	good	precise
exact	great	right

**amend**

verb. improve, correct

alter	enhance	mend	reform
ameliorate	fix	modify	remedy
better	help	pay one's dues	repair
change	lift	raise	revise
elevate	make up for	rectify	right
square			

**amiable**

adj. friendly, agreeable

affable	cool	good-humored	obliging
amicable	copacetic	good-natured	palsy-walsy
attractive	cordial	gracious	pleasant
benign	cozy	home cooking	pleasing
breezy	delightful	kind	princely
buddy-buddy	downright neighborly	kindly	pussycat
charming	easy	lenient	responsive
cheerful	engaging	lovable	right
clubby	friendly	mellow	righteous
complaisant	genial	mild	sociable
sweet-tempered			
swell			
tight			
warm			
warmhearted			
winning			

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right

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right

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st adj accurate, precise adj appropriate, fitting adj sane, healthy adj conservative politically adj opposite of left

, correct

46 Synonyms found for right

Relevance A-Z Complexity Length

Synonyms for right

Common Informal

adj accurate, precise

- correct perfect proper sure true valid absolute amen complete exact faithful nice real sound utter admissible authentic bona fide factual free of error genuine immaculate indubitable inerrant infallible just on the money on the nose out-and-out punctilious right as rain right on righteous rigorous satisfactory solemn strict thoroughgoing undistorted undoubted unerring unmistakable veracious veridical veritable watertight

Antonyms for right

- flawed imprecise improper inaccurate incorrect invalid unacceptable unreal unsuitable wrong dishonest false imperfect incomplete inexact uncertain unreliable untrue corrupt immoral inadmissible inappropriate inequitable insane left mad unfair unfit unfitting unhealthy unjust unsuited

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better	help	pay one's dues	repair
change	lift	raise	revise
elevate	make up for	rectify	right

square

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attractive	cordial	gracious	pleasant
benign	cozy	home cooking	pleasing
breezy	delightful	kind	princely
buddy-buddy	downright neighborly	kindly	pussycat
charming	easy	lenient	responsive
cheerful	engaging	lovable	right
clubby	friendly	mellow	righteous
complaisant	genial	mild	sociable

sweet-tempered  
swell  
tight  
warm  
warmhearted

winning

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right

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right

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right

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adj appropriate, fitting adj sane, healthy adj conservative politically adj opposite of left adv accurately, precise next acceptable

36 Synonyms found for right

Relevance A-Z Complexity Length

Synonyms for right

Common Informal

adj appropriate, fitting

- acceptable, all right, common, convenient, correct, decent, desirable, good, happy, ideal, proper, sufficient, suitable, becoming, befitting, deserved, done, due, fit, merited, nice, requisite, adequate, advantageous, comely, comme il faut, condign, decorous, favorable, felicitous, opportune, propitious, rightful, satisfactory, seemly, tolerable

Antonyms for right

- bad, disagreeable, evil, flawed, improper, inadequate, inappropriate, incorrect, insufficient, misbehaving, poor, unacceptable, unfitting, unsatisfactory, unsuitable, unsuited, wrong, unbecoming, corrupt, immoral, imprecise, inaccurate, inadmissible, inequitable, insane, left, mad, unfair, unfit, unhealthy, unjust

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Word Origin & History

right "morally correct," O.E. riht "just, good, fair, proper, fitting, straight," from P.Gmc. \*rekhtaz (cf. O.H.G. reht, Ger. recht, O.N. retrr, Goth. raihts), from PIE base \*reg- "move in a straight line," also "to rule, to lead straight, to put right" (see regal; cf. Gk. orektos "stretched out, upright;" L. rectus "straight, right;" O.Pers. rasta- "straight, right," arta- "rectitude;" O.Ir. recht "law;" Welsh rhaith, Breton reiz "just, righteous, wise"). Cf. slang straight "honest, morally upright," and L. rectus "right," lit. "straight," Lith. teisus "right, true," lit. "straight." Gk. dikaios ...

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## Concept Thesaurus for word **right**

### 1. Moral obligations

Synonyms - noun

right	what ought to be	what should be	fitness
summum jus.	justice	equity	equitableness
propriety	fair play	impartiality	measure for measure
give and take	lex talionis.	Astraea	Nemesis

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## More words related to **right**

### **accurate**

adj. precise

authentic	discriminative	matter-of-fact	regular
careful	distinct	methodical	right
close	exact	meticulous	rigid
concrete	explicit	on the button	rigorous
correct	factual	on the money	scientific
defined	faithful	on the nose	scrupulous
definite	genuine	particular	severe
deft	judicious	proper	sharp
detailed	just	punctilious	skillful
discriminating	literal	punctual	solid
specific			
strict			
systematic			
true			
ultraprecise			
unerring			
unmistakable			
veracious			

### **accurate**

adj. correct, without error

absolute	definitive	genuine	strict
actual	errorless	infallible	true
authentic	exact	irrefutable	truthful
authoritative	factual	official	undeniable
certain	faultless	perfect	undisputed
conclusive	final	right	unimpeachable
definite	flawless	straight	unquestionable
unrefuted			
valid			
veracious			

### admissible

adj. able or deserving of consideration; allowable

acceptable	just	logical	pertinent
allowed	justifiable	not impossible	possible
applicable	lawful	not unlikely	probable
appropriate	legal	okay	proper
concedable	legitimate	passable	rational
fair	licit	permissible	reasonable
fitting	likely	permitted	relevant

right  
suitable  
tolerable  
tolerated  
warranted  
worthy

### all right

adj. correct; excellent

accurate	good	precise
exact	great	right

### amend

verb. improve, correct

alter	enhance	mend	reform
ameliorate	fix	modify	remedy
better	help	pay one's dues	repair
change	lift	raise	revise
elevate	make up for	rectify	right

square

### amiable

adj. friendly, agreeable

affable	cool	good-humored	obliging
amicable	copacetic	good-natured	palsy-walsy
attractive	cordial	gracious	pleasant
benign	cozy	home cooking	pleasing
breezy	delightful	kind	princely
buddy-buddy	downright neighborly	kindly	pussycat
charming	easy	lenient	responsive
cheerful	engaging	lovable	right
clubby	friendly	mellow	righteous
complaisant	genial	mild	sociable

sweet-tempered  
swell  
tight  
warm  
warmhearted  
winning

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right

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right

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right



see definition of right



show

all

19

adj sane, healthy

adj conservative politically

adj opposite of left

adv accurately, precisely

adv appropriately, suitably



next normal

24 Synonyms found for right

Relevance A-Z Complexity Length

Synonyms for right

Common Informal

adj sane, healthy

- normal, reasonable, wise, balanced, discerning, enlightened, fine, fit, hale, penetrating, rational, sound, well, all there, circumspect, compos mentis, discreet, far-sighted, in good health, in the pink, judicious, lucid, unimpaired, up to par

Antonyms for right

- stupid, unreasonable, poor, sick, indiscriminating, unfit, unhealthy, unsound, weak, corrupt, immoral, imprecise, inaccurate, inadmissible, inappropriate, inequitable, insane, left, mad, unfair, unfitting, unjust, unsuitable, unsuited, wrong

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verb. improve, correct

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ameliorate	fix	modify	remedy
better	help	pay one's dues	repair
change	lift	raise	revise
elevate	make up for	rectify	right
square			

### amiable

adj. friendly, agreeable

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amicable	copacetic	good-natured	palsy-walsy
attractive	cordial	gracious	pleasant
benign	cozy	home cooking	pleasing
breezy	delightful	kind	princely
buddy-buddy	downright neighborly	kindly	pussycat
charming	easy	lenient	responsive
cheerful	engaging	lovable	right
clubby	friendly	mellow	righteous
complaisant	genial	mild	sociable
sweet-tempered			
swell			
tight			
warm			
warmhearted			
winning			

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clear

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# clear



see definition of clear



show

- adj **cloudless, bright**
- adj understandable, apparent
- adj open, unhindered
- adj transparent
- adj not guilty
- adj certain
- verb profit

Relevance  A-Z Complexity  + Length  +

## Synonyms for clear

Common

Informal



adj cloudless, bright

- |         |         |          |            |
|---------|---------|----------|------------|
| fair    | fine    | luminous | sunshiny   |
| sunny   | halcyon | pleasant | unclouded  |
| clarion | light   | rainless | undarkened |
| crystal | shining | shiny    | undimmed   |

## Antonyms for clear

- |           |            |                |
|-----------|------------|----------------|
| cloudy    | congested  | obscure        |
| rainy     | culpable   | obscured       |
| stormy    | dim        | responsible    |
| dark      | dull       | shadowy        |
| gloomy    | foggy      | smudged        |
| ambiguous | fuzzy      | uncertain      |
| blocked   | guilty     | unclear        |
| clogged   | hindered   | unintelligible |
| closed    | indistinct | vague          |
| clouded   | mysterious |                |

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## More words related to clear

### absolve

verb. free from responsibility, duty

- |           |            |                  |           |
|-----------|------------|------------------|-----------|
| acquit    | exempt     | let off easy     | release   |
| bleach    | exonerate  | let off the hook | relieve   |
| blink at  | forgive    | let up on        | sanitize  |
| clear     | free       | liberate         | set free  |
| discharge | go easy on | lifeboat         | spare     |
| exculpate | launder    | loose            | spring    |
| excuse    | let off    | pardon           | vindicate |
| whitewash |            |                  |           |

16 Synonyms found for clear

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Word of the Day  
**scaramouch**  
a rascal or scamp.



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## Word Origin & History



clear c.1280, from O.Fr. cler, from L. clarus "clear, bright, distinct," related to clamare "call out" (see claim), hence with an original sense of "clear-sounding." An O.E.

word for this was sweetol. Of the weather, 1382; of meanings or explanations, c.1300. Sense of "free from encumbrance," apparently nautical, developed c.1500. The verb meaning "to leap clear over" is first attested 1791.

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## Example Sentences for clear



wink at  
 wipe it off  
 wipe the slate clean  
 write off

**acquit**

verb. announce removal of blame

absolve	discharge	exonerate	let off the hook
blink at	disculpate	free	liberate
clear	exculpate	let go	release
deliver	excuse	let off	relieve

vindicate  
 whitewash  
 wink at  
 wipe off

**apparent**

adj. obvious

barefaced	distinct	noticeable	patent
big as life	evident	observable	perceivable
clear	glaring	open	plain
clear cut	indubitable	open and shut	self-evident
conspicuous	make no bones	out in the open	transparent
crystal clear	manifest	overt	unambiguous
discernible	marked	palpable	under one's nose

understandable  
 unequivocal  
 unmistakable  
 visible

**articulate**

adj. clearly, coherently spoken

clear	definite	expressive	lucid
coherent	distinct	fluent	meaningful
comprehensible	eloquent	intelligible	understandable

well-spoken

**audible**

adj. able to be heard

aural	detectable	loud	resounding
auricular	discernible	loud enough	roaring
clear	distinct	perceptible	sounding
deafening	hearable	plain	within earshot

### bare

adj. without covering or content

- |         |          |         |             |
|---------|----------|---------|-------------|
| arid    | clear    | lacking | scanty      |
| barren  | desert   | mean    | scarce      |
| blank   | desolate | open    | stark       |
| bleak   | empty    | poor    | unfurnished |
| vacant  |          |         |             |
| vacuous |          |         |             |
| void    |          |         |             |
| wanting |          |         |             |

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clear

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# clear

see definition of clear Like +1 Aa show all

adj understandable, apparent adj open, unhindered adj transparent adj not guilty adj certain in one's mind verb c next clear-cut

44 Synonyms found for clear

Relevance A-Z Complexity Length

## Synonyms for clear

Common Informal

adj understandable, apparent

- |                 |              |                  |                |
|-----------------|--------------|------------------|----------------|
| clear-cut       | transparent  | apprehensible    | open and shut  |
| coherent        | unambiguous  | comprehensible   | palpable       |
| definite        | unequivocal  | conspicuous      | perceptible    |
| distinct        | unmistakable | graspable        | perspicuous    |
| evident         | audible      | incontrovertible | readable       |
| explicit        | crystal      | intelligible     | recognizable   |
| obvious         | express      | knowable         | spelled out    |
| precise         | manifest     | legible          | transpicuous   |
| sharp           | patent       | loud enough      | unblurred      |
| simple          | plain        | lucent           | uncomplicated  |
| straightforward | pronounced   | lucid            | unquestionable |

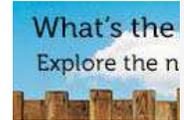
## Antonyms for clear

- |              |                |             |
|--------------|----------------|-------------|
| ambiguous    | unclear        | culpable    |
| complicated  | undefined      | dark        |
| difficult    | unintelligible | dim         |
| equivocal    | unsure         | dull        |
| fuzzy        | vague          | foggy       |
| imprecise    | concealed      | gloomy      |
| indefinite   | hidden         | guilty      |
| indistinct   | blocked        | hindered    |
| inexact      | clogged        | mysterious  |
| mistakable   | closed         | obscured    |
| obscure      | clouded        | responsible |
| questionable | cloudy         | shadowy     |
| uncertain    | congested      | smudged     |

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## Example Sentences for clear



More words related to **clear**

**absolve**

verb. free from responsibility, duty

- |                      |            |                  |           |
|----------------------|------------|------------------|-----------|
| acquit               | exempt     | let off easy     | release   |
| bleach               | exonerate  | let off the hook | relieve   |
| blink at             | forgive    | let up on        | sanitize  |
| clear                | free       | liberate         | set free  |
| discharge            | go easy on | lifeboat         | spare     |
| exculpate            | launder    | loose            | spring    |
| excuse               | let off    | pardon           | vindicate |
| whitewash            |            |                  |           |
| wink at              |            |                  |           |
| wipe it off          |            |                  |           |
| wipe the slate clean |            |                  |           |
| write off            |            |                  |           |

**acquit**

verb. announce removal of blame

- |           |            |           |                  |
|-----------|------------|-----------|------------------|
| absolve   | discharge  | exonerate | let off the hook |
| blink at  | disculpate | free      | liberate         |
| clear     | exculpate  | let go    | release          |
| deliver   | excuse     | let off   | relieve          |
| vindicate |            |           |                  |
| whitewash |            |           |                  |
| wink at   |            |           |                  |
| wipe off  |            |           |                  |

**apparent**

adj. obvious

- |                |               |                 |                  |
|----------------|---------------|-----------------|------------------|
| barefaced      | distinct      | noticeable      | patent           |
| big as life    | evident       | observable      | perceivable      |
| clear          | glaring       | open            | plain            |
| clear cut      | indubitable   | open and shut   | self-evident     |
| conspicuous    | make no bones | out in the open | transparent      |
| crystal clear  | manifest      | overt           | unambiguous      |
| discernible    | marked        | palpable        | under one's nose |
| understandable |               |                 |                  |
| unequivocal    |               |                 |                  |
| unmistakable   |               |                 |                  |
| visible        |               |                 |                  |

**articulate**

adj. clearly, coherently spoken

- |          |          |            |            |
|----------|----------|------------|------------|
| clear    | definite | expressive | lucid      |
| coherent | distinct | fluent     | meaningful |

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More



comprehensible   eloquent   intelligible   understandable  
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adj. able to be heard

aural   detectable   loud   resounding  
auricular   discernible   loud enough   roaring  
clear   distinct   perceptible   sounding  
deafening   hearable   plain   within earshot

**bare**

adj. without covering or content

arid   clear   lacking   scanty  
barren   desert   mean   scarce  
blank   desolate   open   stark  
bleak   empty   poor   unfurnished  
vacant  
vacuous  
void  
wanting

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see definition of clear



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all

nt

adj open, unhindered

adj transparent

adj not guilty

adj certain in one's mind

verb clean, clear away

verb lit



next free

12 Synonyms found for clear

Relevance A-Z Complexity Length

Synonyms for clear

Common

Informal



adj open, unhindered

- free, stark, bare, empty, smooth, void, unhampered, unimpeded, unlimited, unobstructed, vacant, vacuous

Antonyms for clear

- filled, full, ambiguous, blocked, clogged, closed, clouded, cloudy, congested, culpable, dark, dim, dull, foggy, gloomy, guilty, hindered, indistinct, mysterious, obscure, obscured, responsible, shadowy, smudged, uncertain, unclear, unintelligible, vague

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More words related to clear

absolve

verb. free from responsibility, duty

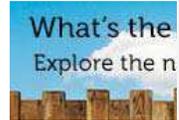
- acquit, bleach, blink at, clear, discharge, exculpate, excuse, whitewash, wink at, exempt, exonerate, forgive, free, go easy on, launder, let off, let off easy, let off the hook, let up on, liberate, lifeboat, loose, pardon, release, relieve, sanitize, set free, spare, spring, vindicate



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Word Origin & History



clear c.1280, from O.Fr. cler, from L. clarus "clear, bright, distinct," related to clamare "call out" (see claim), hence with an original sense of "clear-sounding." An O.E.

word for this was sweetol. Of the weather, 1382; of meanings or explanations, c.1300. Sense of "free from encumbrance," apparently nautical, developed c.1500. The verb meaning "to leap clear over" is first attested 1791.



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Example Sentences for clear



wipe it off  
 wipe the slate clean  
 write off

**acquit**

verb. announce removal of blame

absolve	discharge	exonerate	let off the hook
blink at	disculpate	free	liberate
clear	exculpate	let go	release
deliver	excuse	let off	relieve

vindicate  
 whitewash  
 wink at  
 wipe off

**apparent**

adj. obvious

barefaced	distinct	noticeable	patent
big as life	evident	observable	perceivable
clear	glaring	open	plain
clear cut	indubitable	open and shut	self-evident
conspicuous	make no bones	out in the open	transparent
crystal clear	manifest	overt	unambiguous
discernible	marked	palpable	under one's nose

understandable  
 unequivocal  
 unmistakable  
 visible

**articulate**

adj. clearly, coherently spoken

clear	definite	expressive	lucid
coherent	distinct	fluent	meaningful
comprehensible	eloquent	intelligible	understandable

well-spoken

**audible**

adj. able to be heard

aural	detectable	loud	resounding
auricular	discernible	loud enough	roaring
clear	distinct	perceptible	sounding
deafening	hearable	plain	within earshot

## bare

adj. without covering or content

arid	clear	lacking	scanty
barren	desert	mean	scarce
blank	desolate	open	stark
bleak	empty	poor	unfurnished
vacant			
vacuous			
void			
wanting			

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clear

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★ see definition of clear



show all

ad

adj transparent

adj not guilty

adj certain in one's mind

verb clean, clear away

verb liberate; free from uncertain

next apparent

14 Synonyms found for clear

Relevance A-Z Complexity Length

Synonyms for clear

Common Informal

adj transparent

- apparent, crystal, thin, cloudless, crystal clear, crystalline, glassy, limpid, pellucid, pure, see-through, tralucet, translucent, translucid

Antonyms for clear

- ambiguous, blocked, clogged, closed, clouded, cloudy, congested, culpable, dark, dim, dull, foggy, fuzzy, gloomy, guilty, hindered, indistinct, mysterious, obscure, obscured, responsible, shadowy, smudged, uncertain, unclear, unintelligible, vague

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