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**To:** Olin, Richard J. (jhousey@rmhlaw.com)  
**Subject:** TRADEMARK APPLICATION NO. 76538741 - MAX - 1900-008  
**Sent:** 2/14/2006 1:05:47 PM  
**Sent As:** ECOM111@USPTO.GOV  
**Attachments:**

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**UNITED STATES PATENT AND TRADEMARK OFFICE**

**SERIAL NO:** 76/538741

**APPLICANT:** Olin, Richard J.

**CORRESPONDENT ADDRESS:**

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

If no fees are enclosed, the address should  
include the words "Box Responses - No Fee."

**MARK:** MAX

**CORRESPONDENT'S REFERENCE/DOCKET NO:** 1900-008

**CORRESPONDENT EMAIL ADDRESS:**

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Please provide in all correspondence:

1. Filing date, serial number, mark and applicant's name.
2. Date of this Office Action.
3. Examining Attorney's name and Law Office number.
4. Your telephone number and e-mail address..

Serial Number 76/538741

Applicant is requesting reconsideration of a final refusal dated September 12, 2005.

The trademark examining attorney has carefully reviewed the request for reconsideration and is not persuaded by applicant's arguments. No new issue has been raised and no new compelling evidence has been presented with regard to the point(s) at issue in the final action. TMEP §715.03(a). Accordingly, applicant's request for reconsideration is denied and the refusal is continued. 37 C.F.R. §2.64(b); TMEP §715.04.

The application file will be returned to the Trademark Trial and Appeal Board for resumption of the appeal.

Kenneth Dale Battle/s/  
Trademark Examining Attorney  
Law Office 111  
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