

---

**To:** First Cash Financial Services, Inc. (ipdocketing@haynesboone.com)  
**Subject:** U.S. TRADEMARK APPLICATION NO. 77578510 - FIRST CASH - 11515.  
**Sent:** 12/29/2009 4:48:16 PM  
**Sent As:** ECOM103@USPTO.GOV  
**Attachments:**

---

**UNITED STATES PATENT AND TRADEMARK OFFICE**

**SERIAL NO:** 77/578510

**MARK:** FIRST CASH



**CORRESPONDENT ADDRESS:**

JEFFREY M. BECKER  
Haynes and Boone, LLP  
2323 Victory Avenue, Suite 700  
Dallas TX 75219-7673

**GENERAL TRADEMARK INFORMATION:**  
<http://www.uspto.gov/main/trademarks.htm>

**APPLICANT:** First Cash Financial Services, Inc.

**CORRESPONDENT'S REFERENCE/DOCKET NO:**

11515.

**CORRESPONDENT E-MAIL ADDRESS:**

ipdocketing@haynesboone.com

**REQUEST FOR RECONSIDERATION DENIED**

**ISSUE/MAILING DATE: 12/29/2009**

Applicant is requesting reconsideration of a final refusal issued/mailed 06/29/2009.

After careful consideration of the law and facts of the case, the examining attorney must deny the request for reconsideration and adhere to the final action as written since no new facts or reasons have been presented that are significant and compelling with regard to the point at issue.

Applicant seeks additional time from the examining attorney in order to negotiate and secure a consent agreement. However, as a general rule, the examining attorney will not suspend an application to give applicant time to secure a consent agreement. TMEP section 716.02. In addition, the examining attorney should not give applicant additional time if the applicant merely states that it is negotiating a consent agreement. TMEP sections 714.05(d) and 715.03(b)..

Accordingly, applicant's request for reconsideration is *denied*. The time for appeal runs from the date the final action was issued/mailed. 37 C.F.R. Section 2.64(b); TMEP Section 715.03(c). If applicant has already filed a timely notice of appeal, the application will be forwarded to the Trademark Trial and Appeal Board (TTAB).

/Mark Sparacino/  
Trademark Attorney  
Law Office 103  
US Patent and Trademark Office  
571-272-9708

**STATUS CHECK:** Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

---

**To:** First Cash Financial Services, Inc. ([ipdocketing@haynesboone.com](mailto:ipdocketing@haynesboone.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 77578510 - FIRST CASH - 11515.  
**Sent:** 12/29/2009 4:48:19 PM  
**Sent As:** ECOM103@USPTO.GOV  
**Attachments:**

---

## **IMPORTANT NOTICE REGARDING YOUR TRADEMARK APPLICATION**

Your trademark application (Serial No. 77578510) has been reviewed. The examining attorney assigned by the United States Patent and Trademark Office (“USPTO”) has written a letter (an “Office action”) on 12/29/2009 to which you must respond (*unless the Office letter specifically states that no response is required*). Please follow these steps:

1. Read the Office letter by clicking on this link [http://tportal.uspto.gov/external/portal/tow?DDA=Y&serial\\_number=77578510&doc\\_type=REC&mail\\_date=20091229](http://tportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77578510&doc_type=REC&mail_date=20091229) OR go to <http://tportal.uspto.gov/external/portal/tow> and enter your serial number to access the Office letter. If you have difficulty accessing the Office letter, contact [TDR@uspto.gov](mailto:TDR@uspto.gov).

PLEASE NOTE: The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

2. Contact the examining attorney who reviewed your application if you have any questions about the content of the Office letter (contact information appears at the end thereof).

3. Respond within 6 months, calculated from 12/29/2009 (*or sooner if specified in the Office letter*), using the Trademark Electronic Application System (TEAS) **Response to Office Action form**. If you have difficulty using TEAS, contact [TEAS@uspto.gov](mailto:TEAS@uspto.gov).

### **ALERT:**

**Failure to file any required response by the applicable deadline will result in the ABANDONMENT (loss) of your application.**

**Do NOT hit “Reply” to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses.**