

Request for Reconsideration after Final Action

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SERIAL NUMBER	77711284
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MARK SECTION (no change)

ARGUMENT(S)

The Application was refused registration on the grounds that the mark merely describes a feature of Applicant's services. The Applicant amended its application to assert acquired distinctiveness based upon five years' use in commerce. However, the Office Action requested evidence of acquired distinctiveness. In response, the Applicant submits that it has been using the mark COALITION OF INDEPENDENT MUSIC STORES ("the Mark") for more than 14 years, since at least as early as July 15, 1996, as an indication of the source of the Applicant's services. Further, the Applicant has had a Federal registration for its COALITION OF INDEPENDENT MUSIC STORES logo (Registration No. 2,383,083) since 2000.

A search of the Google® results for "Coalition of Independent Music Stores" uncovered no references to any entities not affiliated with the Applicant, which is widely known throughout the country. See Exhibit A. A 2003 article discussing the impact of the Applicant's services on the music industry is attached as Exhibit B to this response.

Due to the long use of the Mark by the Applicant and the widespread recognition by the public of the Mark, the Mark is entitled to registration on the Principal Register. The Applicant therefore respectfully requests reconsideration of the final refusal.

EVIDENCE SECTION

EVIDENCE FILE NAME(S)

ORIGINAL PDF FILE evi_64238255226-123033393_ _Exhibit_A_-_Google_Search.pdf

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\\TICRS\EXPORT1\IMAGEOUT1\777\112\77711284\xml1\RFR0015.JPG

DESCRIPTION OF EVIDENCE FILE Exhibit A and Exhibit B to arguments

SIGNATURE SECTION

RESPONSE SIGNATURE /Angela Holt/
SIGNATORY'S NAME Angela Holt
SIGNATORY'S POSITION Attorney of Record, Alabama bar member
DATE SIGNED 07/21/2010
AUTHORIZED SIGNATORY YES
CONCURRENT APPEAL NOTICE FILED NO

FILING INFORMATION SECTION

SUBMIT DATE Wed Jul 21 12:37:37 EDT 2010
TEAS STAMP USPTO/RFR-64.238.255.226-
20100721123737540976-7771
1284-4703c2ca1aabd4723694
0f7d57d97f92b27-N/A-N/A-2
0100721123033393905

Request for Reconsideration after Final Action
To the Commissioner for Trademarks:

Application serial no. 77711284 has been amended as follows:

ARGUMENT(S)

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

The Application was refused registration on the grounds that the mark merely describes a feature of Applicant's services. The Applicant amended its application to assert acquired distinctiveness based upon five years' use in commerce. However, the Office Action requested evidence of acquired distinctiveness. In response, the Applicant submits that it has been using the mark COALITION OF INDEPENDENT MUSIC STORES ("the Mark") for more than 14 years, since at least as early as July 15, 1996, as an indication of the source of the Applicant's services. Further, the Applicant has had a Federal registration for its COALITION OF INDEPENDENT MUSIC STORES logo (Registration No. 2,383,083) since 2000.

A search of the Google® results for "Coalition of Independent Music Stores" uncovered no references to any entities not affiliated with the Applicant, which is widely known throughout the country. See Exhibit A. A 2003 article discussing the impact of the Applicant's services on the music industry is attached as Exhibit B to this response.

Due to the long use of the Mark by the Applicant and the widespread recognition by the public of the Mark, the Mark is entitled to registration on the Principal Register. The Applicant therefore respectfully requests reconsideration of the final refusal.

EVIDENCE

Evidence in the nature of Exhibit A and Exhibit B to arguments has been attached.

Original PDF file:

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- Evidence-1
- Evidence-2
- Evidence-3
- Evidence-4
- Evidence-5
- Evidence-6
- Evidence-7
- Evidence-8
- Evidence-9
- Evidence-10

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Evidence-1

Evidence-2

Evidence-3

Evidence-4

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /Angela Holt/ Date: 07/21/2010

Signatory's Name: Angela Holt

Signatory's Position: Attorney of Record, Alabama bar member

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

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 77711284

Internet Transmission Date: Wed Jul 21 12:37:37 EDT 2010

TEAS Stamp: USPTO/RFR-64.238.255.226-201007211237375

40976-77711284-4703c2ca1aabd47236940f7d5

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COALITION OF INDEPENDENT MUSIC STORES

JOHNNY CASH Johnny Cash's posthumous album *American VI: Ain't No Grave* was produced by Rick Rubin and is a deeply elegiac, spiritual and achingly personal ...
www.cimsmusic.com - Cached - Similar

COALITION OF INDEPENDENT MUSIC STORES

06.13.10. **THINK INDIE TOP:** 1 Rx Bandits - Live At Park Ave - Sargent House 2 Delta Spirit - Here And Now - Rounder Records 3 The National - High Violet ...
www.cimsmusic.com/enarts/index.php - Cached - Similar

End more results from www.cimsmusic.com

Co-op Advertising with the Coalition of Independent Music Stores

Don Van Claeve is president of the **Coalition of Independent Music Stores**, a group of sixty prominent independent record stores located across the United ...
www.artistshousemusic.org/~cc+cp+advertising+with+the+coalition+of+independent-music+stores - Cached - Similar

Terry Currier: A Coalition for Music Freedom

Dec 11, 2009 ... Visit **Coalition of Independent Music Stores** on the web. Be the first to post a comment on: Terry Currier: A Coalition for Music Freedom ...
www.lapourjazz.com/complete.php?id=34599 - Cached

Coalition of Independent Music Stores Sales Chart: The Top 22

Eminem is back and he's got the #1 CD at the **Coalition of Independent Music Stores**. Strong debuts from The Roots and Robert Randolph as well ...
www.thatop2.com/~coalition-of-independent-music-stores-sales-chart - Cached - Similar

Sarah McLachlan - Coalition Of Independent Music Stores Sampler

Sarah McLachlan - **Coalition Of Independent Music Stores Sampler**. Label: Arista
Catalog#: ASCD-3387. Format: CD, Sampler, Promo. Country: ...
www.d.songs.com/~Coalition-Of-Independent-Music-Stores_71473129 - Cached

Coalition of Independent Music Stores Charts Chart For 6-11-08

Jun 11, 2008 ... CIMS Top 30 Debuts for 6-10-08 1 MY MORNING JACKET EVIL URGES 2 LIL WAYNE THA CARTER III 3 PLIES DEFINITION OF REAL 4 NERD SEEING SOUNDS 5 ...
www.hypebot.com/hypebot/2008/06/coalition-cf-1.html - Cached

Coalition of Independent Music Stores Sampler | Medeski Martin

Track listing, videos, audio & lyrics of the album **Coalition of Independent Music Stores Sampler** by Medeski Martin & Wood on mtv.com.
www.mtv.com/music/artists/medeski_martin_wood/_albums.jhtml?... - Cached

Coalition of Independent Music Stores | al.com

Sep 24, 2008 ... All items tagged with "**Coalition of Independent Music Stores**" RSS ... An amazing run with the **Coalition of Independent Music Stores** ...
topics.al.com/tag/Coalition+of+Independent+Music+Stores - Cached

Coalition of Independent Music Stores Sampler: Album review and

Coalition of Independent Music Stores Sampler Artist: Medeski, Martin & Wood Type: Promotional, Compilation (best of) Genre: Jazz Similar Albums Just ...
www.answers.com/~coalition-of-independent-music-stores-sampler - Cached

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[Coalition of Independent Music Stores Sales Chart: The Top 22](#)

At the Coalition of Independent Music Stores, MGMT is the #1 seller. But Caribou, Rufus Wainwright, and Shelby Lynne crack The Top 22. ...
www.thetop22.com/coalition-of-independent-music-stores-sales...2 - Cached

[the Coalition of Independent Music Stores \(CIMS\) |](#)

[LENALAMORAY.COM](#)

Mar 25, 2010 ... Record Store Day, organized by the Music Monitor Network, the Coalition of Independent Music Stores (CIMS), and the Alliance of Independent ...
www.lenalamoray.com/the-coalition-of-independent-music-stores-cims/ - Cached

[Coalitions Key to Survival of Independent Music Stores | The New](#)

Coalition of Independent Music Stores - Music Monitor Network. --- Reprint Policy: We generally allow articles to be reprinted for non-commercial ...
www.thenrules.org/coalitions-key-survival-independent-music-stores - Cached

[Coalition of Independent Music Stores - Houston](#)

Subject: Coalition of Independent Music Stores. Music. September 15, 2005 Answering the Musical Question. Wesley Willis's ghost in the machine pays rock ...
www.houstonpress.com/Coalition-of-Independent+Music+Stores - Cached

[Coalition of Independent Music Stores - Minneapolis](#)

Coalition of Independent Music Stores. Columns. May 10, 2006. Spinsters. A coalition of independent record stores hangs on for dear life ...
www.citypages.com/related/Coalition+of+Independent+Music+Stores - Cached

[Record Stores: We're Fine, Thanks](#)

Don VanCleave, president of the Coalition of Independent Music Stores, said high-school students in his hometown of Birmingham, Alabama, complain to him ...
www.101.5.com/entertainment/music/news/2004/03/02742 - Cached - Similar

[Don VanCleave | President | Coalition Of Independent Music Stores ...](#)

Sep 19, 2006 ... Don VanCleave | President | Coalition Of Independent Music Stores / Junketboy.com. junket3.jpg junket2.jpg junket1.jpg. JUNKETBOY.COM ...
www.cmg.com/relax/?p=897 - Cached - Similar

[An Interview with Don Van Cleave of the Coalition of Independent](#)

Don Van Cleave is president of the Coalition of Independent Music Stores, a group of sixty prominent independent record stores located across the United ...
www.a1stahousemusic.org/an-interview-with-don-van-leave-of-the-coalition-of-independent-music-stores - Cached

[Cims \(Coalition Of Independent Music Stores, Llc*\) - Birmingham](#)

Jun 9, 2010 ... Cims company profile in Birmingham, AL. Our free company profile report for Cims includes business information such as contact. ...
www.manta.com/m00q9m-cims - Cached

[Terry Currier interviewed on the Coalition of Independent Music](#)

Dec 11, 2009 ... Terry talks about the Coalition of Independent Music stores...he helped found it ...the big retailers were having price wars on the selling of ...
oregonmusicnews.com/terry-currier-interviewed-on-the-coalition-of-independent-music-stores-and-lots-more/ - Cached

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Combinations (album) - Wikipedia, the free encyclopedia [edit] Coalition of Independent Music Stores Bonus Disc. "Sun Feet" - 3:58; "Invasion" - 3:35 (Live at Connect Sessions) ... en.wikipedia.org/wiki/Combinations_(album) - Cached - Similar

Melanie Nipper - Compliance Manager, Coalition of Independent ... Feb 10, 2009 ... I have worked with the Coalition of Independent Music Stores for over 6 years. In my earlier days with the company, I helped Don Van Cleave ... www.naymz.com/melanie_nipper_2483243 - Cached

Article: Coalition for Independent Music Stores (CIMS) Signals ... The Coalition of Independent Music Stores acquired the DVD directly from the U.K.-based ... Knight Ridder/Tribune Business News ... www.accessmylibrary.com/coms2/subject_link/link.jsp?linkid=2266-27652020_IT&1 - Cached

Starbucks' exclusive deals with music houses unfair to independent ... Aug 21, 2005 ... In response to the Morissette exclusive, Don VanCleave, the president of the Coalition of Independent Music Stores, fired off an open letter ... www.ambanet.pressroom/starbucks_music_8_21_05.htm - Cached - Similar

Stores - Vintage Guitar Stores, Coalition of Independent Music ... Coalition of Independent Music Stores. The Coalition of Independent Music Stores (CIMS) is a group of some of the best independent music stores in America. ... www.musiciansnetwork.com/network/subject/Stores/index.html - Cached

COALITION OF INDY MUSIC STORES CHART - hypebot Aug 3, 2005 ... Coalition of Independent Music Stores' Top 200 for Week Ending 7-31-05 Label Pos. Artist|Title VRGN 1 GORILLAZ|DEMON DAYS ASK 2 ... hypebot.typepad.com/hypebot/2005/08/coalition_of_in.html - Cached - Similar

The Musicians Atlas - IMAs:Real Opportunities For Indie Artists ... radio promotion gurus The Planetary Group, HIP Video Promo, The Coalition of Independent Music Stores (CIMS), Burnside Distribution and MediaGuide. ... www.musiciansatlas.com/pages/awards.asp - Cached - Similar

Indy CD & Vinyl The Coalition of Independent Music Stores (CIMS) is a group of some of the best independent music stores in America. CIMS was founded in 1995; ... www.indydenovinyl.com/about - Cached

www.cimsmusic.com Coalition of Independent Music Stores The Coalition of Independent Music Stores is a group of some of the best independent music stores in America. This network of stores provides labels with a ... www.galaxy.com/~Coalition_of_Independent_Music_Stores.htm - Cached

Coalition of Independent Music Stores - Kansas City Jan 21, 2009 ... These awards are sponsored by the Musician's Atlas, the Coalition of Independent Music Stores and Purevolume.com and according to the Web ... www.pitch.com/relatedto/Coalition+of+Independent+Music+Stores

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Learn More - Independent Music Distribution specializing in CD ...

... Rasputins and Newbury Comics as well as hundreds of independent stores (including the Coalition of Independent Music Stores - www.cimsmusic.com), ...

www.indirect.com/~distribution.html - Cached - Similar

Sweet Sounds of Celebration: Today Is Record Store Day - LAist

Apr 18, 2009 ... Today is the second annual Record Store Day, and event put together by the Music Monitor Network, the Coalition of Independent Music Stores ...

laist.com:2009/04/18/record_store_day.php - Cached

Coalition of Independent Music Stores - Seattle

BREAKING NEWS: The Coalition of Independent Music Stores - the folks behind Record Store Day - are launching a new, monthly program called Vinyl Saturdays, ...

assets.seattleweekly.com/related/to/Coalition+of+Independent+Music+Stores

Article: Independent Music Stores in Albany, N.Y., Area Threatened ...

About The Coalition of Independent Music Stores The Coalition of Independent ... York Daily Record (York, PA): Independent Music Stores Vulnerable to ...

www.accessmylibrary.com:~Independent-music-stores-albany.html - Cached

Paste's 17 Coolest Record Stores in America - Stereogum

Jun 19, 2008 ... Record Exchange in Boise, ID is the founding store of the Coalition of Independent Music Stores. Also Rasputin in Berkeley might be worth a ...

stereogum.com:10542/pastes_17_coolest_record_stores_in_america - Cached

The Independent Music Awards, Songwriting Competitions - Sonicbids

... Burnside Distribution; The Coalition of Independent Music Stores (CIMS), social networking community, Trg.com and radio tracking service, MediaGuide, ...

www.sonicbids.com/ima2008 - Cached - Similar

Schoolkids Records on MySpace Music - Free Streaming MP3s ...

We are proud members of the CIMS Coalition (Coalition of Independent Music Stores) which is comprised of some of the most unique and diverse music stores in ...

www.myspace.com/schoolkidsrecords - Cached - Similar

MP33.3 | Free Online Trademark Search | Trademark by Coalition of ...

MP33.3 - Trademark by Coalition of Independent Music Stores, LLC - Search a ... This trademark is owned by Coalition of Independent Music Stores, LLC, ...

www.trademarkia.com/mp333-77717669.html - Cached

- Home

Music Is Not A Product. Good music can't be rolled off an assembly line like an appliance or automobile. Leave that to the corporate chains, ...

www.theahanderocks.com - Cached - Similar

Coalition of Independent Music Stores' Top 200 for Week Ending 6 ...

Jun 12, 2005 ... Label Pos. Artist|Title CAP 1 COLDPLAY|X&Y V2 2 WHITE STRIPES|GET BEHIND ME SA VRGN 3 GORILLAZ|DEMON DAYS AAM 4 BLACK EYED PEAS|MONKEY ...

www.hypebot.com/hypebot/2005/03/coalition_of_in_2.html - Cached

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Music Recording Distribution Sample Business Plan - Strategy and...
Heavy Metal Praise Records have made strategic alliances with both the Coalition of Independent Music Stores (CIMS) and Straight Arrow, the number one ...
www.balans.com/strategy_and_implementation_summary_to_cim - Cached - Similar

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Coalition of Independent Music Stores - Player By Broadtime ...
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IMA Buzz, Peoples Choice Awards, Radio Promotion, Indie Record ...
-Don Van Cleave, President, Coalition of Independent Music Stores (CIMS): "Winning an Independent Music Award is a huge accomplishment. ...
www.independentmusicawards.com/ima/about-us/testimonialst - Cached

Pearl Jam's Forthcoming Album, Backspacer, Out September 20th ...
Sep 21, 2009 ... The Coalition of Independent Music Stores (CIMS) is a group of some of the best independent music stores in America. ...
pearljam.com/pearljam-s-forthcoming-album-backspacer-out-september-20th - Cached - Similar

WEA Corp. Announces Partnership With Leading Independent Retail ...
May 1, 2006 ... The three independent coalitions, the Coalition of Independent Music Stores (CIMS), Association of Independent Media Stores (AIMS) and Music ...
investors.rmg.com/phoenix.zhtml?c=162430&... - Cached - Similar

Pearl Jam, Playing A Business Deal By Ear : NPR
Sep 18, 2009 ... So Pearl Jam made a point of getting Target to agree that the 800-some members of the Coalition of Independent Music Stores could also sell ...
www.npr.org/templates/story/story.php?storyId... - Similar - Add to Google

City Scenes: Raleigh-Durham - Indie-Music.com
Apr 8, 2007 ... They are proud members of the CIMS Coalition (Coalition of Independent Music Stores) which is comprised of some of the most unique and ...
www.indie-music.com/Magazine - Cached - Similar

A wider range of voices for the Coalition of Independent Music ...
A wider range of voices for the Coalition of Independent Music Stores. Published: Thursday, December 11, 2008, 4:57 PM Updated: Friday, December 12, 2008, ...
blog.al.com/cims/2008/12/a_wider_range_of_voices_for_th.html - Cached

Hitting the Right Notes: The Developing Science of Retail ...
Coalition of Independent Music Stores, an industry trade...focus on the Albany ... M2 Presswire. European iTunes Music Stores now accept Firstgate's Click ...
www.encyclopediamedia.com/doc/1P2-3C6067.html - Cached

Music Nomad - Music Retailers Who Sell Music ...
The Coalition of Independent Music Stores (CIMS) is a group of some of the best independent music stores in America. CIMS was founded in 1995; ...
www.musicnomad.com/Sell_your_Music_in_Retail_Stores - Cached - Similar

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Coalition of Independent Music Stores - New York

Subject: Coalition of Independent Music Stores. NYC Life. October 21, 2003. Prey for Gina. Music. October 19, 2004. Store Wars. Music. May 24, 2005 ... assets.villagevoice.com/... Coalition+of+Independent+Mus+Stores - Cached

Phoenix, Sonic Youth, Beastie Boys, and others Announce Record ...

Apr 17, 2010 ... Record Store Day is organized by the Music Monitor Network, the Coalition of Independent Music Stores, and the Alliance of Independent Music ... www.undertheradarmag.com/... April_17_2010_re-record_store_day - Cached

The Smashing Pumpkins Kick Off Record Store Day April 17th | The ...

Mar 24, 2010 ... Record Store Day, is managed by the Music Monitor Network in partnership with the Coalition of Independent Music Stores (CIMS), ... theaudiopery.com/... the-smashing-pumpkins-kick-off-record-store-day-april-17th - Cached

Jambands.com - Need We Say More? > News > Widespread Panic Plays ...

Apr 29, 2010 ... The performance was for The Coalition of Independent Music Stores and featured stripped down versions of a number of songs: "Let's Get Down ... www.jambands.com/... Widespread-panic-plays-rare-acoust-c-set-for-independent-music-stores - Cached

LOS ANGELES RECORD STORES

Coalition of Independent Music Stores. Compact Disc Connexion: 24214 Crenshaw Blvd. Torrance, CA 90505 (310)530-1822. Counterpoint Records & Books: 5911 ... www.scaruffi.com/music4store.html - Cached - Similar

press - Grimey's New & Preloved Music

Jul 28, 2005 ... "Anyone you saw close was teetering anyway," said Don VanCleave, president of the 61-member Coalition of Independent Music Stores, ... www.grimeys.com/press.html - Cached - Similar

Music Resource Group and Fellowship of Holy Hip Hop Form Strategic ...

... digital networks, ManiaTV & HavocTV; Burnside Distribution; Coalition of Independent Music Stores (CIMS); and radio tracking service, MediaGuide, ... www.holyhiphop.com/musiciansatlas/alliance-6-15-06.htm - Cached

Radiohead exclu good for indies: mimics mass merchants' approach ...

(Coalition of Independent Music Stores) ... find Video Business articles. div id="be-doc-text" Mass merchants regularly flex their market muscle with ... www.hghbeam.com/doc/131-130392368.html - Cached

Metallica In-Store Set For 'Record Store Day' | Billboard.com

Spearheaded by the Alliance of Independent Media Stores, Coalition of Independent Music Stores, Music Monitor Network, Newbury Comics and Value Music Group ... www.billboard.com/bbcom/news/article_display.jsp?vnu... - Cached - Similar

Don Van Cleave To Exit CIMS

Sep 23, 2008 ... Don Van Cleave will leave his post as executive director of the Coalition of Independent Music Stores (CIMS), at the end of the year, ... www.billboard.biz/... e31c9b26fc03438b0b7f5863131b76483ec - Cached - Similar

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The Matches Announced as Finalists in The 8th Annual Independent ...
Jun 9, 2010 ... The IMAs is sponsored by The Coalition of Independent Music Stores,
eMusic, The CMJ Music Marathon, PureVolume, The Stream TV, Myxer.com, ...
audiocrushpr.com/?p=128 - Cached

Disk Error (October 2004) - The Wall Street Journal Classroom Edition
... low retail prices, says Don VanCleave, president of the Coalition of Independent Music
Stores, which represents 70 retailers in 24 U.S. states. ...
wsjclassroom.com/archiva/04oct/medl_cdnrpbis.htm - Cached

Late Night Show Music Guests - April 12th, 2010 to April 16th ...
Apr 12, 2010 ... Record Store Day, organized by the Music Monitor Network, the Coalition of
Independent Music Stores (CIMS), and the Alliance of Independent ...
www.punkmanual.com/late-night-show-music-guests-april-12th-2010-to-april-16th-2010 -
Cached

The Herald-Sun - Record Store Day celebrates local shops
It is organized by the Music Monitor Network, the Coalition of Independent Music Stores
(CIMS), Alliance of Independent Media Stores, and others. ...
www.heraldsun.com/pages/full_story.php?article= - Cached

Billboard - Nov 11, 1995 - Google Books Result
Vol. 107, No. 45 - 120 pages - Magazine
Dubbed the Coalition of Independent Music Stores, the organization is borrowing a page or
two from the urban coalitions that have popped up throughout the ...
books.google.com/books?id=D...3EAAA41BA... - More book results

Musicalinks - Online Music Stores
CDExpress (The Netherlands); CDMO - Chapters (Canada); Canadian chain. Coalition of
Independent Music Stores - Coda Music (UK); Folk and Scottish ...
www.ncidj.com/musicalinks/stores.html - Cached

Yahoo! Canada Directory > B2B > Music Distribution
Coalition of Independent Music Stores, The - Open site in a new window - Independently
owned music stores group focused on marketing and sales. ...
ca.dir.yahoo.com/Business_and...Distribution - Cached - Similar

Directory of Organizations Promoting Independent Businesses
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[Serge Gainsbourg - Seattle](#)

BREAKING NEWS: The Coalition of Independent Music Stores - the folks behind Record Store Day - are launching a new, monthly program called Vinyl Saturdays. ...
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[Indy CD & Vinyl](#)

We have a huge selection of cd's, records, dvds, posters and much more. Indy Cd & Vinyl is a apart of Coalition of Independent Music Stores (CIMS).
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[Record Store Day - John Lennon, Devo, Queens of The Stone Age ...](#)

Apr 9, 2010 ... Record Store Day, organized by the Music Monitor Network, the Coalition of Independent Music Stores (CIMS), and the Alliance of Independent ...
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LEGENDARY LONG ISLAND RECORD SHOP BURNS DOWN - Interboro Rock ...

Jun 25, 2009 ... Looney Tunes is a long time member of the **Coalition of Independent Music Stores (CIMS)**, an organization that supports the best music stores ...
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Spin doctors: an indie music store guide | miami.com

Uncle Sam's Music. This Miami Beach staple has been around for about 24 years and is a member of the **Coalition of Independent Music Stores**. ...
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[Record Store Day is Saturday, April 17th...support your local ...](#)

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The album continues to get solid airplay in the US and was also selected for CIMS (Coalition of Independent Music Stores) listening post for July. ...

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[links - Waterloo Records & Video - Online CD Store and Texas Music ...](#)

Coalition of Independent Music Stores A group of some of the best independent music stores in America. Austin Independent Business Alliance ...

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[Judges - Rochester Jazz Star](#)

... assisted in the development and growth of the Coalition of Independent Music Stores (CIMS), a network of 30 independent music retailers in 21 states ...

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Coalitions Key to Survival of Independent Music Stores

By New Rules Staff on April 1, 2003

Keywords

Album sales dropped more than 11 percent last year. Forecasts predict they will dive another 6 percent this year. The internet is partly to blame; the record industry says 2.6 billion music files are downloaded from the internet each month, many of which are burned to CDs. Music is also facing competition from other forms of entertainment, especially among teenagers, who are spending more money on DVDs and electronic games.

Tools

Radio consolidation hasn't helped either. Companies like Clear Channel, which owns 1200 radio stations nationally, have sharply reduced the number and variety of songs once heard on local stations. A play list at a Clear Channel station might include fewer than 30 songs. People are hearing fewer songs and buying fewer albums.

Meanwhile, mass merchandisers like Wal-Mart, Target, Circuit City, and Best Buy are selling new releases for less than the wholesale cost, using hot new albums as loss leaders to draw shoppers into their stores. Mass merchandisers now capture more than one-third of music sales.

All of this has threatened the survival of music specialty stores. Big regional and national chains, like Tower Records and Sam Goody, are closing outlets and struggling to stay afloat. About one-third of independent music stores have closed in the last five years, according to Hits Magazine. Independents now account for just 12 percent of album sales.

But, while many have failed, some independents are finding that by banding together, stocking a deep and eclectic selection, and working with new artists, they can survive and even thrive.

"I can't even begin to quantify how successful it's been," said Paul Epstein, owner of Twist and Shout in Denver, referring to the Coalition of Independent Music Stores (CIMS). He credits CIMS with helping to put his store on the map. In just a few years, Twist and Shout has grown from a small store on a back street to an 11,000-square-foot landmark on the national music scene.

Founded eight years ago by a handful of independent store owners, CIMS now includes 35 businesses with 74 stores in 24 states. CIMS original purpose was to secure funds from record labels to promote bands simultaneously in dozens of independent stores. The chains had been doing this and capturing most of the labels' promotional budgets.

CIMS has accomplished that and more. According to record labels, CIMS stores have emerged as an influential and critical gateway for breaking and developing new bands. CIMS stores select bands to promote through in-store play, in-store performances, discounts, giveaways, and other events. The record labels pick-up the tab.

"Selling Celine Dion is not much of a challenge. Wal-Mart can do that. Breaking a new artist—that's a challenge," said Epstein. By focusing on new and emerging artists, CIMS has helped its members establish themselves as destination stores for music fans around the country.

An even more important benefit to CIMS membership, according to Epstein, is getting advice and sharing strategies with other independent store owners. CIMS has limited membership to one store per market area. Members gather once a year to share insights and discuss strategy.

CIMS has grown about as much as it can manage and is no longer taking new members. Promotions are expensive, explains Epstein. Adding more stores would raise costs above what labels can pay to promote a new band.

But the coalition's success has inspired two similar alliances. The Music Monitor Network includes small, independently owned chains (companies with 3 to 30 stores). The Association of Independent Media Stores formed in January with 30 members and plans to play a similar role to CIMS by networking its members and coordinating promotions.

- [Coalition of Independent Music Stores](#)

- [Music Monitor Network](#)

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