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

Proceeding	78479366
Applicant	Alarmax Distributors, Inc.
Applied for Mark	ALARMAX
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APPEAL BRIEF

This Appeal Brief is in support of Applicant's Notice of Appeal filed on May 22, 2006, from the Examining Attorney's Office Action dated November 20, 2005, finally refusing to register Applicant's "ALARMAX" mark.

THE MARK

Applicant seeks registration on the Principal Register for the mark "ALARMAX" for use in connection with wholesale distribution featuring security systems and alarm equipment.

REFUSAL TO REGISTER

The Examining Trademark Attorney has refused registration of Applicant's Mark pursuant to Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d), on the ground that "the mark for which registration is sought so resembles the "ALARMEX" mark shown in U.S. Registration No. 1,784,455 (hereinafter, "the '455 mark") as to be likely, when used in connection with the identified services, to cause confusion, or to cause mistake, or to deceive." *See* Office Action emailed November 30, 2005. The services identified in the '455 mark¹ are not the same as those identified in Applicant's application Serial No. 78/479366,² and those of the current owner³ of the '455 mark are even further from those of Applicant.

¹ The goods and services described for the '455 mark are "installation maintenance, and repair of burglar, holdup, fire alarms and closed circuit television systems used for surveillance purposes" and "design of burglar, holdup, and fire alarms for others; monitoring of burglar, holdup, and fire alarms."

² The goods and services identified in Applicant's application Serial No. 78/479366 are "wholesale distribution featuring security systems and alarm equipment."

³ The current registrant of the '455 mark "offers a full range of high-quality, commercial-grade security solutions tailored especially for retailers." *See* printout of page from Checkpoint Systems, Inc.'s website, attached hereto as Exhibit C.

ARGUMENT

I. The Standard To Support A Refusal To Register Pursuant to Section 2(d)

To support a refusal to register pursuant to § 2(d), the Patent and Trademark Office must show that Applicant's mark is likely to cause confusion among potential purchasers. A likelihood of confusion is synonymous with a probability of confusion. To sustain a § 2(d) rejection, it is not sufficient for the Official Action to show that confusion among potential purchasers is "possible." *Am. Steel Foundries v. Robertson*, 269 U.S. 372 (1926). The mere fact that a mark may call to mind a particular image or recollection is not the degree of confusion required to bar registration under § 2(d). *Viacom v. Komm*, 46 U.S.P.Q.2d 1233 (TTAB 1998).

To merit registration, it is only necessary that a reasonably prudent purchaser is *not likely* to be confused. In determining the likelihood of confusion among potential purchasers, the Office is to consider factors identified in *DuPont* as they may be applicable. *See In re E.I. DuPont de Nemours & Co.*, 476 F.2d 1357 (C.C.P.A. 1973).

II. Arguments That Support Registration Of The "ALARMAX" Mark

A. Applicant is unaware of any instances of actual confusion between Applicant's mark and the '455 mark during fourteen years of concurrent use.

Examiner alleges in the final Office Action that Applicant's mark and the '455 mark are "essentially phonetic equivalents" and supports this allegation by stating that "[s]imilarity in sound alone may be sufficient to support a finding of likelihood of confusion." *See* Office Action emailed November 30, 2005. However, Examiner fails to consider that each case of likelihood of confusion between marks is decided upon the particular facts of each case and that "various evidentiary factors may play or more less weighty roles in any particular determination." *In re Shell Oil Co.*, 992 F.2d 1204, 1206 (Fed. Cir. 1993) (citing *In re DuPont*, 476 at 1361-62, 177 USPQ at 567; also citing *Nina Ricci, S.A.R.L. v. E.T.F. Enter., Inc.*, 889

F.2d 1070, 1073, 12 USPQ2d 1901, 1903 (Fed. Cir. 1989). Therefore, a simple comparison of the sound of Applicant's mark to the '455 mark is not sufficient to determine if there is a likelihood of confusion.

In particular, *DuPont* instructs that two factors that should be considered in evaluating likelihood of confusion are the nature and extent of any actual confusion and the length of time that the marks have been used concurrently without evidence of actual confusion. *In re DuPont*, 476 F.2d at 1361. It is notable that Applicant and registrant of the '455 mark have been using their marks concurrently since 1992 with no known instances of actual confusion. "[T]he absence of any evidence of actual confusion over a substantial period of time...creates a strong inference that there is no likelihood of confusion." *Carefirst of Maryland, Inc. v. First Care, P.C.*, 434 F.3d 263, 269 (4th Cir. 2006) (finding no likelihood of confusion where the marks were used concurrently for nine years without any instances of actual confusion); *see also Amstar Corp. v. Domino's Pizza, Inc.*, 615 F.2d 252, 263 (5th Cir. 1980) (finding no likelihood of confusion where there were only three instances of actual confusion over a period of fifteen years of concurrent use of the marks). Examiner's statement that "[c]onsumers will call for applicant's services and registrant's services by the highly similar wording," Office Action emailed November 30, 2005, is completely unsupported and without merit. In fact, that Applicant and registrant have used their marks concurrently for more than fourteen (14) years without any known instances of actual confusion strongly suggests that confusion between the marks in the future is highly unlikely. "A mere assumption that confusion is likely will rarely prevail against uncontroverted evidence from those on the firing line that it is not." *In re DuPont*, 476 F.2d at 1362.

- B. The nature of the goods or services described in Applicant's application and the '455 registration and the purchasers of those goods or services are dissimilar.

DuPont states that likelihood of confusion may also be determined by the similarity or dissimilarity of the goods or services and the buyers to whom sales of such goods or services are made. *Id.* at 1361.

Examiner has alleged that Applicant's and registrant's services are "highly related." Office Action mailed November 30, 2005. This statement is unsupported. Applicant is a distributor of security systems and alarm equipment to licensed dealers and installers.⁴ Applicant uses its mark to promote its distributorship services to licensed dealers and installers only. For example, Applicant's online catalog can only be accessed by licensed dealers/installers who have an account, user name, and password registered with the company.⁵ In contrast, registrant of the '455 mark offers commercial-grade security solutions tailored to retailers.⁶ Thus, Applicant's and registrant's services do not overlap and as such there is little likelihood of confusion between their marks.

Further, where the predominant consumers of goods or services are different, "the possibility of confusion, mistake, or deception" is lessened. *Amstar*, 615 F.2d at 262. Applicant and registrant offer their services to different target markets. Applicant and registrant operate at different levels in the broad security system industry and sell to two completely distinct sets of buyers. *See, e.g., Homeowners Group, Inc. v. Home Mktg. Specialists, Inc.*, 931 F.2d 1100, 1109 (6th Cir. 1991) (noting that Plaintiff who offered marketing and advertising support services for

⁴ Representative pages from Applicant's website that describe its services are attached hereto as Exhibit A.

⁵ A page from Applicant's website that shows the application form for registration with Applicant is attached hereto as Exhibit B.

real estate brokers offered a different service than Defendant who rendered real estate brokerage services on a flat-fee or commission basis). Specifically, Applicant's target market is licensed dealers and installers, while registrant's target market is retailers seeking commercial-grade security systems. In fact, Applicant sells only to licensed dealers and installers such as registrant itself. Therefore, because registrant is the very type of customer that Applicant distributes to, it is unlikely that Applicant and registrant are competitors and therefore confusion between their marks is also unlikely. *See, e.g., Pharmacia & Upjohn Co. v. Generation Health*, 44 USPQ2d 1091 (W.D. Mich.) (noting that two drugs did not directly compete where one was marketed to a "narrow universe" of professionals who sell or prescribe the drug and the other was available over the counter). There is little chance of confusion between Applicant's mark and the '455 mark because the predominant purchasers of the services associated therewith are different.

C. The '455 mark is a weak mark.

"[T]he strength and distinctiveness of [a] mark is a vital consideration in determining the scope of protection it should be accorded. Strong marks are widely protected, as contrasted to weak marks." *Amstar*, 615 F.2d at 259. The '455 mark, "Alarmex," is a weak mark because others who appear to be unrelated to registrant use "Alarmex" in conjunction with alarm services.⁷ Importantly, it does not appear that registrant even uses the '455 mark in association with its security goods or services because a search for "ALARMEX" on registrant's website did

⁶ A page from registrant's website that describes its security and alarm services is attached hereto as Exhibit C.

⁷ A printout from a "Google" search of the term "Alarmex" is attached as Exhibit D. It does not appear to Applicant that any of the results refer to registrant's '455 mark.

not produce any results.⁸ Further, none of the search results on "Google" appear to be instances where registrant is using the '455 mark in conjunction with such goods or services that are publicly available. One notable use of "Alarmex" by one other than registrant is Alarmex, Inc., an apparently unrelated Massachusetts company that installs commercial and residential fire and security systems for a wide base of customers.⁹

In contrast, a search of "Alarmax" on "Google" only produces distributors affiliated with Applicant.¹⁰ In fact, Applicant's mark and the services it provides are well-known and extensively used throughout the United States. It has branch offices in California, Georgia, Maryland, Massachusetts, Nevada, New Hampshire, New Jersey, Ohio, and Pennsylvania.¹¹

Because the '455 mark is a weak mark, it should not be afforded a broad scope of protection and Applicant's application for "ALARMAX" should be allowed.

D. Neither Applicant nor registrant has expanded its services to include those offered by the other in the past fourteen years.

Another factor that is considered in the likelihood of confusion analysis is the expansion in the types of goods or services provided by the parties. *In re DuPont*, 476 F.2d at 1361. Here, Applicant and the registrant of the '455 mark have been using their respective marks concurrently for more than fourteen years and neither Applicant nor registrant has expanded the services offered to include those offered by the other party. In fact, it should be noted that the current registrant of the '455 mark, which actually purchased the former registrant of the mark, is a

⁸ A printout of the search results for the term "Alarmex" using the search feature on registrant's website is attached hereto as Exhibit E.

⁹ Information from the website of Alarmex, Inc. (Massachusetts) is attached hereto as Exhibit F.

¹⁰ A printout from a "Google" search of the term "Alarmax" is attached hereto as Exhibit G.

global corporation that is strictly service-oriented.¹² As such, this factor also mitigates against a likelihood of confusion.

- E. Additional factors also support a finding that there is not a likelihood of confusion between Applicant's mark and the '455 mark.

DuPont instructs that the determination of likelihood of confusion may consider any other probative factors in addition to those that the court enumerated. *In re DuPont*, 476 F.2d at 1361. In *Amstar*, the court considered in its likelihood of confusion analysis that the U.S. Patent Office made an initial determination that the mark at issue was entitled to registration. *Amstar*, 615 F.2d at 261. In the instant case, Applicant previously owned a registration for the "ALARMAX" mark for these exact distributorship services that was unintentionally not renewed due to circumstances beyond its control (Reg. No. 1,788,670; registered August 17, 1993). Applicant filed its original application approximately one month after registrant filed its application for what is now the '445 mark, yet the Examiner in that case did not cite registrant's pending application as being likely to cause to confusion with Applicant's mark. This prior registration further supports a finding that there is little likelihood of confusion between Applicant's mark and the '455 mark.

III. CONCLUSION

Applicant's "ALARMAX" mark does not create a likelihood of confusion among potential purchasers. First, Applicant is unaware of any instances of actual confusion between Applicant's mark and the '455 mark during fourteen years of concurrent use. Second, the nature of the goods and services described in Applicant's application and in the '455 registration, and

¹¹ A list of Applicant's branch offices is attached hereto as Exhibit H.

¹² A page from registrant's website that provides a company overview is attached hereto as Exhibit I.

the purchasers of those goods and services, are different. Additionally, the '455 mark is a weak mark. Furthermore, neither Applicant nor registrant have expanded their services to include those offered by the other in the past fourteen years. Finally, the Patent and Trademark Office previously recognized that Applicant's "ALARMAX" mark was entitled to registration despite the '455 mark. For at least these reasons, Applicant is entitled to registration of the "ALARMAX" mark on the Principal Register and such registration is respectfully requested.

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APPENDIX A


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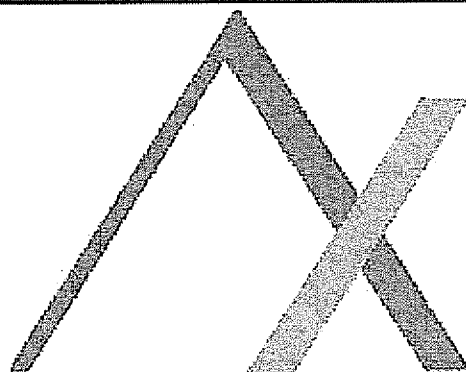

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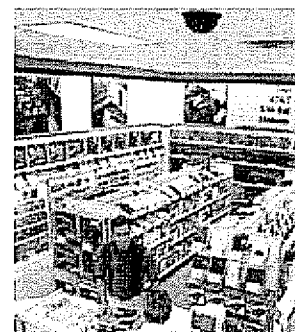
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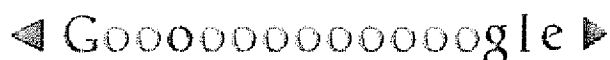
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Alarmex

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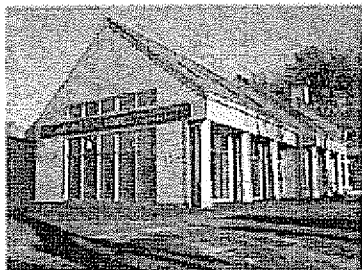
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Welcome to ALARMEX *online*

asset protection solutions. done right every time.



For over twenty years, **Alarmex, Inc.**, has installed fire and security systems. With a proven record of outstanding customer service, clients can trust Alarmex, Inc., to design and install an alarm system that is perfectly suited to our clients needs. We at Alarmex realize that our customers are the reason for our success, and we are committed to providing the best service possible.

Security systems from a trusted provider

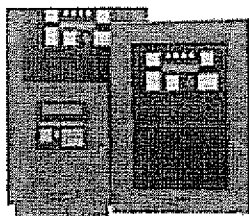
Alarmex, Inc., is a member of the Massachusetts Burglary & Fire Alarm Association and National Fire Protection Agency. These valued accreditations serve to further reassure our clients of our dedication and quality.



"life and property
protection systems
for homes, businesses,
municipal and
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Safe & Secure Customers



"Thank-you for an outstanding job during our recent breach-of-security incident. The video-surveillance system you installed allowed us to capture the perpetrator. It's a pleasure to work with a company that is willing to go above and beyond to help its customers."

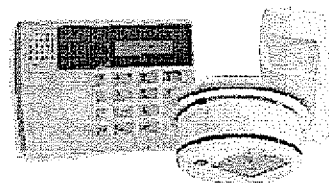
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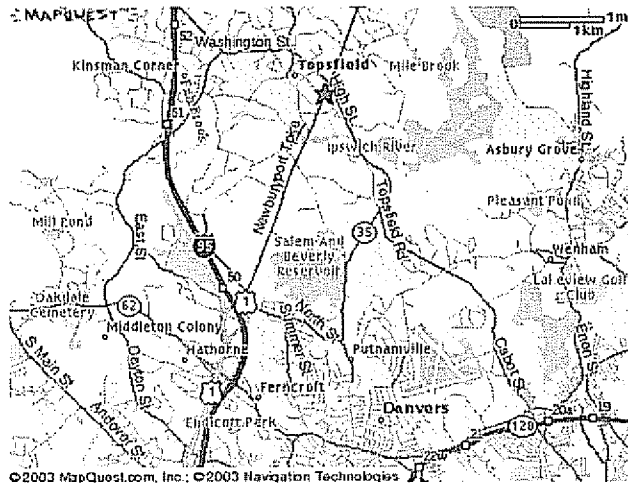
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our location



243 Boston Street
Topsfield, MA 01983



**sales & service
facility**

(800) 696-8872
(781) 933-3224
(978) 887-2999



Located at 243 Boston Street, in
Topsfield Massachusetts, our facility is
easy to find and readily accessible. Take
US Route 1 into Topsfield, and directly to
our facility (Rt. 1 becomes Boston Street
in Topsfield)



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about **us** *our founder*

24-hour. 365 day service center.

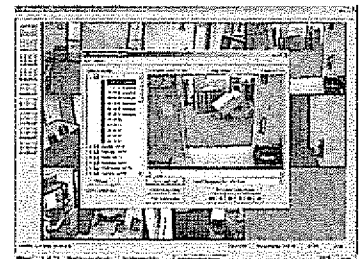
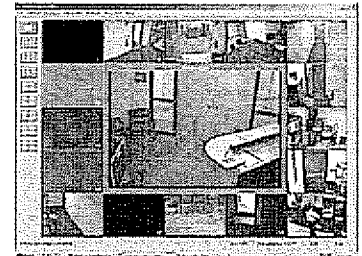
fast. reliable. safe.

Dick Crosson founded **Alarmex, Inc.**, in 1982. The company has since flourished because of its commitment to providing the highest quality products and outstanding customer service.

Dick has made sure that everyone at Alarmex, Inc. understands that our customers are the reasons for our success. We know that our customers not only demand, but deserve the best customer service possible.

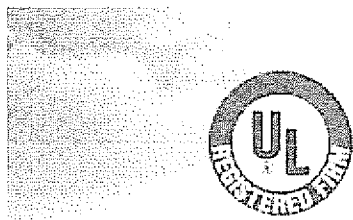
When an Alarmex, Inc. technician installs a system in your home or business, you can expect nothing less than a thorough and neat installation. Should you have future questions or issues, you can rest assure that when calling Alarmex, Inc. -no matter what time of day - a person will answer the phone and be prepared to assist you.

Service calls are handled very quickly. Alarmex, Inc. has a fleet of service vehicles that are radio-dispatched 24 hours a day, seven days a week. Our technicians take their fully equipped vehicles home with them so that they may respond to your calls as quickly as possible. When dealing with Alarmex, Inc., your concerns and needs will not be placed in a queue only to be addressed weeks later.



surpassing
expectations
1000

**1982-
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ourservices

alarmex services

Our reputation and success stems from our ability to satisfy our customers. Whether it's a product we offer, or a service we provide, over the years our customers have learned to expect excellence and dedication.

We take our responsibility of securing our customers' families, homes and businesses seriously. Our technical and installation staff are carefully trained to manufacturer specifications in order to provide you with a professionally designed, installed and configured product.

- System Evaluation & Design
- Turnkey Installation Services
- Video Surveillance Solutions
- Remote Access Control Management
- Testing & Inspection Services

monitoring services

A Fire or Intrusion Detection system is only useful if there are people prepared to respond to its alerts. Our 24-hour, UL-Central Monitoring Station does just that. Automatic alerts can be configured to notify you, a relative, fire and rescue services or the police.

Along with our fire and security system monitoring, we also offer remote video surveillance monitoring solutions. Whether you are looking for a roaming Virtual-Guard or a Virtual-Escort, we have the solution for you.

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customsystems

FIRE DETECTION

Our responsibility in the life-saving field is of utmost importance. Whether the property in question is a single-family home with a simple system or a commercial high-rise with more advanced needs, we will design and install the perfect system to meet your exact needs.

INTRUSION DETECTION

Crime is one of the worlds oldest professions - and we have risen to the challenge by offering a vast array of products to provide you with as many layers of security as you desire. Rent your space? Reside in a dorm? Our wireless systems are reliable, inexpensive and mobile!

ACCESS CONTROL

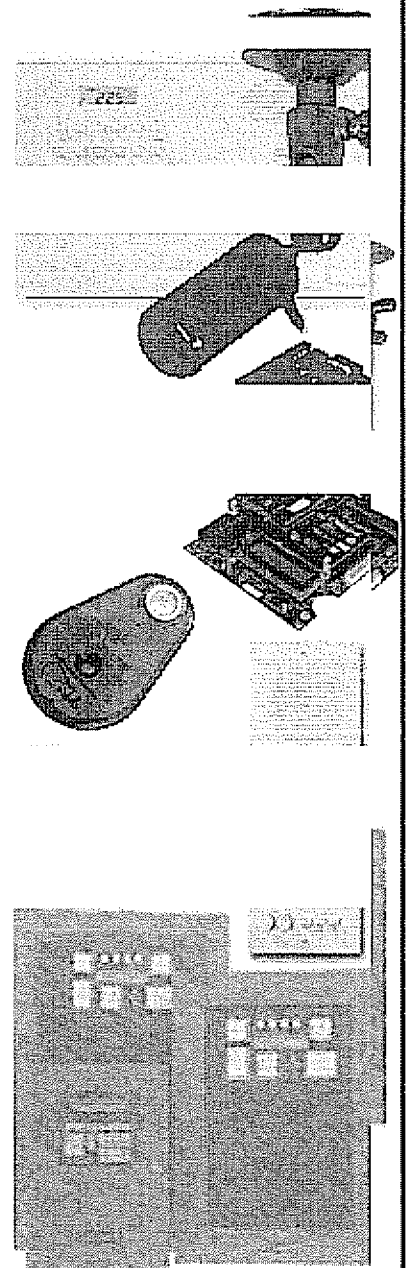
We offer access control solutions for all applications large and small alike. From small businesses to complex secured locations, Alarmex is the first choice for secured access control systems. From proximity systems and magnetic scanners to advanced fingerprint readers whatever you need we can design and install.

MUSIC & INTERCOM

We apply technology, style and value to our diverse line of home telecom products that help enrich the home environment. Room-to-room intercom systems, musical entertainment systems, home theatre & entrance intercoms are just a few of the many products and systems we offer in the home audio & entertainment market.

VIDEO SURVEILLANCE

While analog camera systems have served their purpose for years, the benefits of transitioning to the digital world are numerous. Whether your motivation is improved image quality, easier search capabilities, or remote web-based access, our video surveillance solutions will accomplish whatever you like.



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our services

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A Fire or Intrusion Detection system is only useful if there are people prepared to respond to its alerts. Our 24-hour, UL-Central Monitoring Station does just that. Automatic alerts can be configured to notify you, a relative, fire and rescue services or the police.

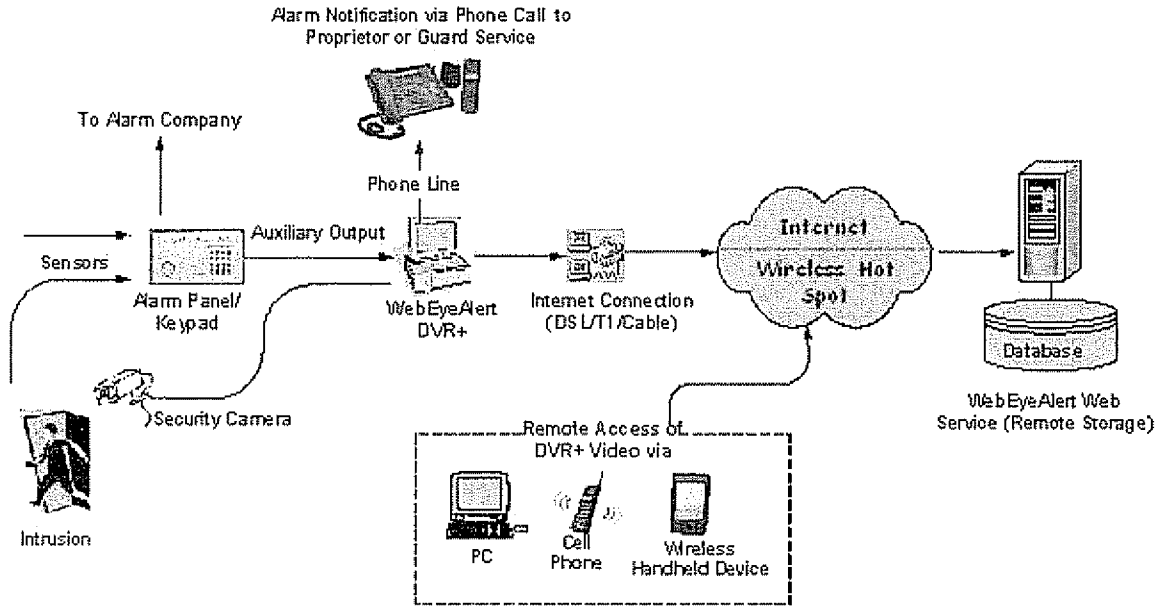
Along with our fire and security system monitoring, we also offer remote video surveillance monitoring solutions. Whether you are looking for a roaming Virtual-Guard or a Virtual-Escort, we have the solution for you.

WebEyeAlert™ Virtual Guard Video & Security Monitoring System

A great deal of time, effort and money is wasted each year by business owners, office proprietors and local law enforcement agencies on handling and responding to false alarms. City police departments started passing laws to reduce the resources and manpower wasted on false alarms. Several cities now require property owners to verify an alarm before law enforcement agencies are engaged.

WebEyeAlert's Virtual Guard system is a behind-the-scenes "virtual electronic panel" that integrates existing security systems with digital video recording and wireless hand held devices. When an alarm is triggered, Virtual Guard sends an alarm notification to a list of designated people via phone, pager, or email. Users can immediately respond to the notification by accessing video snapshots or video clips of the triggering event from a networked PC, SmartPhone, or PDA. A time stamp marks the video of the event, enabling users to quickly identify and retrieve the recorded file. Users can remotely view the monitored site for instantaneous investigation and real time alarm verification. Virtual Guard prevents unnecessary alarm inspection trips, improves alarm response rates, and reduces on-site security staffing. Taking action instantly when the alarm is triggered is your best defense.

WebEyeAlert™ Virtual Guard System



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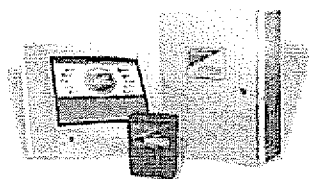
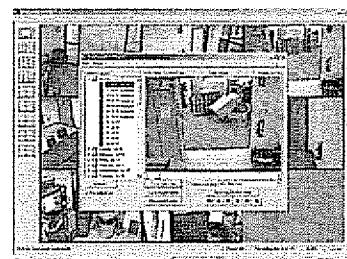
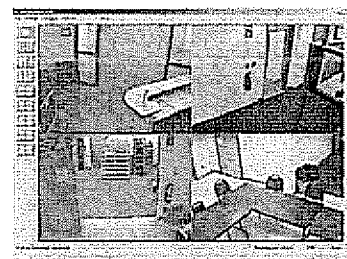
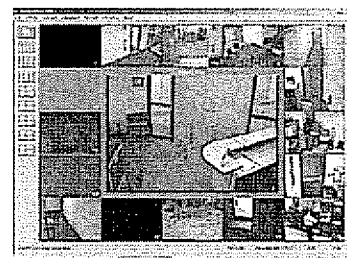
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digital video surveillance is the new standard in 24-hr video protection



ADEMCO

Digital surveillance brings security camera devices and remote video surveillance solutions to a new level. You are now able to monitor your store, home, business office, restaurant or warehouse location remotely. Have at your fingertips the ability to supervise employees and monitor assets. Watch security camera activities anywhere worldwide, via our convenient web based WebEyeAlert™. A digital surveillance system offers live remote video monitoring from home or another computer. Digitally record days, weeks months or longer and retrieve archived video instantly.



DVR is your digital video recording solution. Videotapes are now obsolete and the newer DVR systems have phased out the older time-lapse VHS video surveillance systems. Our DVR surveillance systems integrate a color quad processor, motion sensors, multiplexer, pan & image zoom controls, cctv camera connections, monitor, remote video monitoring and time lapse recorder into a single, affordable and space saving device.

ISO 9001

CERTIFIED
ENGINEERING & MANUFACTURING
QUALITY SYSTEMS



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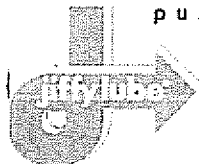
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clientportfolio

ASPECT
MEDICAL SYSTEMS



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Since its founding in 1982, Alarmex, Inc. has acquired a wide base of customers and service clientele. Ranging from small monitored home systems, to large commercial fire, theft and internal surveillance systems, our clients have one thing in common - they are SAFE, SECURE and SATISFIED!

As you continue to view our web site, we encourage you to think about the difference we can make in your home or business, and we urge you to email, call and visit us and let us recommend the proper path to a safer, happier and more secure future for you and your loved ones.

If you prefer, feel free to fill out the online contact for and let us contact you!

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(877) 346-2122
Fax: (818) 345-1151

Scott (Western Regional
Manager), Paul (Area
Manager), Cherie (Asst.
Branch Manager)

RIVERSIDE

AlarMax Distributors, Inc.
2060 Chicago Ave., Suite A17
Riverside, CA 92507

Phone: (951) 275-9915
(877) 346-5097
Fax: (951) 275-9569

Rick (Manager), Bobby,
Marilyn, Marybelle, Jennifer,
Carlos

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AlarMax Distributors, Inc.

COLORADO SALES OFFICE

Phone: (800) 237-0095

Fax: (970) 669-7327

Peggy (click name to email)

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AlarMax Distributors, Inc.
2163 Greenspring Drive
Timonium, MD 21093

Phone: (410) 683-1802
(800) 503-4821
Fax: (410) 683-1808

Steve (Mgr. of Operations),
Brian (Manager),

BELTSVILLE

AlarMax Distributors, Inc.
12200 Kiln Court, Suite F
Beltsville, MD 20705

Phone: (301) 210-4511
(800) 708-0806
Fax: (301) 210-4519

Ken (Manager), Linda (Sales
Manager), Lisa (Administrative

MASSACHUSETTS

BOSTON

AlarMax Distributors, Inc.
7 Wheeling Avenue
Woburn, MA 01801

Phone: (781) 933-8100
(800) 639-3605
Fax: (781) 933-3377

Ron (Manager), Travis, Roy,
Deborah



John (Marketing), Joe
(CCTV Specialist), Joe
(Fire Specialist), Debbie
(Purchasing), Mike,
Joe (Shipper),
Sherri (Sales/ Returns)

Assistant, Greg (Customer
Service/Sales), Jim (Sales),
Rob (Warehouse Manager),
James (Warehouse), Will
(Warehouse)

General Email for Branch

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AlarMax Distributors, Inc.
5850 Polaris Avenue
#1500
Las Vegas, NV 89118

Phone: (702) 940-5000
(800) 503-4822
Fax: (702) 940-5001

Scott (Western Regional
Manager), Tiffany, Mike

General Email for Branch

NEW HAMPSHIRE

MANCHESTER

AlarMax Distributors, Inc.
100 Zachary Road
Manchester, NH 03109

Phone: (603) 668-9559
(800) 639-2024
Fax: (603) 623-3940

Aaron (Manager), Bob,
Michael, Josh

NEW JERSEY

FAIRFIELD

AlarMax Distributors, Inc.
3 C Oak Road
Fairfield, NJ 07004

Phone: (973) 882-8761
(800) 228-0330
Fax: (973) 882-0468

Greg, Anthony

General E-Mail for Branch

OHIO

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Loveland, OH 45140

Phone: (513) 576-1700
(800) 892-5276
Fax: (513) 576-6100

Wes (Manager), Dustin
(Assistant Manager), Amber

CLEVELAND

AlarMax Distributors, Inc.
5353 Majestic Parkway, Unit B
Bedford Heights, OH 44146

Phone: (440) 786-0544
(888) 657-3692
Fax: (440) 786-0993

Rick, Terry

(Administrative Assistant),
Jason, Jim, Gary

DISTRICT MANAGER for Ohio • Western Pennsylvania • West Virginia

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PENNSYLVANIA

COLUMBUS (North)

AlarMax Distributors, Inc.
2215 City Gate Drive,
Suite C
Columbus, OH 43219

Phone: (614) 476-4080

(877) 874-3306

Fax: (614) 476-4180

Matt

General E-Mail for Branch

PITTSBURGH

AlarMax Distributors, Inc.
3021 Liberty Avenue
Pittsburgh, PA 15201

Phone: (412) 338-9070

(800) 969-6968

Fax: (412) 338-9079

Rich (Manager), Frank, Dave,
Aaron

General E-Mail for Branch

PITTSBURGH (South)

AlarMax Distributors, Inc.
2895 Banksville Road
Pittsburgh, PA 15216

Phone: (412) 341-9500

(877) 874-3302

Fax: (412) 341-9990

Sean, Tammy, Rob (Shipper)

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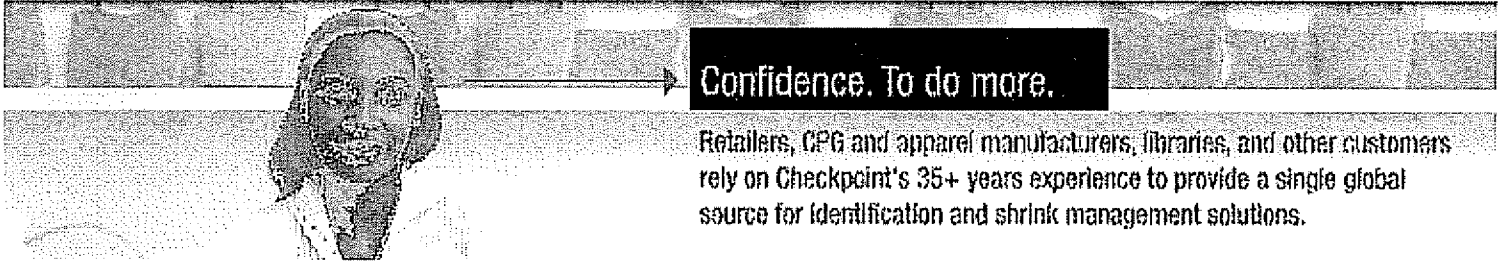
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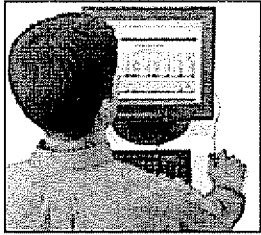

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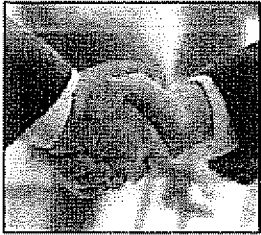
Checkpoint Systems Announces Data Management Software



CheckPro Manager™ data collection and management tool works in conjunction with EAS systems. Click here to view the CheckPro Manager™ demo

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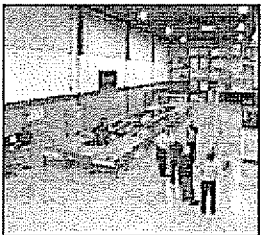
Checkpoint Systems Channel Partner Program



Checkpoint Systems' Channel Partner Program offers integrators and resellers the opportunity to work with a global leader in RF-EAS systems to deliver a complete set of shrink management solutions to retailers of every size

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Checkpoint Systems EPC Compliance Network



The Checkpoint Compliant Center provides a controlled environment for the evaluation and design of EPC compliant RFID solutions

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Checkpoint Systems introduces CheckPro Manager VisiPlus

4/26/2006

Lemmi Fashion Selects Checkpoint Systems RFID Hangtags to Improve Customer Service

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CONFERENCE CALLS

Q1 Conference Call

CALENDAR

8/15/2006

RFID Journal Apparel & Footwear Summit
Fashion Institute of Technology
New York, NY

9/15/2006

Ohio Library Council
Ohio Expo Center's Lausche Building
Columbus, OH

9/20/2006

Georgia COMO
Classic Center
Athens, GA

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About Us

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Checkpoint Systems, Inc., is a US\$778.7 million multinational manufacturer and marketer of technology-driven integrated solutions to protect people and assets and to facilitate the merchandising, tracking and securing of consumer goods at key checkpoints in the supply chain.

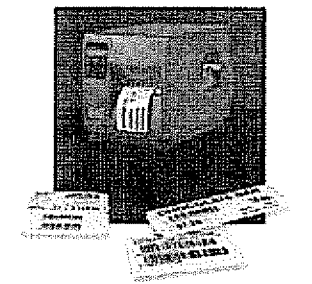
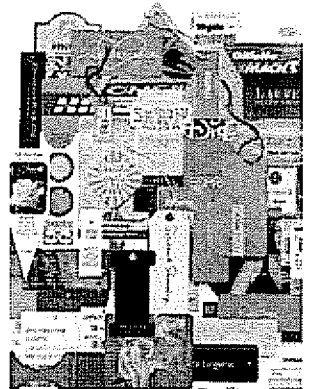
Checkpoint is traded on the New York Stock Exchange (NYSE: CKP)

Experience you can trust

Established in 1969, Checkpoint today is the world's leading provider of radio frequency (RF) based loss prevention systems to the \$1 trillion global retail industry. With a heritage of high-performance technology solutions and relationships with an impressive roster of the world's most successful retailers and manufacturers, Checkpoint continually delivers smart solutions that make it easy for our customers to do business with increased efficiency, cost savings, rapid response and superior service.

Real-world solutions and bottom-line results

With a comprehensive portfolio of products and services ranging from traditional security technologies to real-world RFID systems, source tagging and service bureau capabilities, Checkpoint makes it easy to deploy the right value-added solution to meet the customer's need to reduce losses and work more efficiently. Capitalizing on our extensive experience and global infrastructure, we help our customers control their assets, boost efficiency, increase sales/circulation — all leading to greater profitability and productivity by bridging the gap between today's technologies and tomorrow's.


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