

From: Halmen, Katy

Sent: 5/25/2011 6:37:40 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85100007 - THE LIFEGUARD  
STORE - 80332/70526 - Request for Reconsideration Denied - Return to TTAB -  
Message 2 of 4


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Attachment Information:

Count: 7


Files: e1-5.jpg, e1-6.jpg, e1-7.jpg, e1-8.jpg, e1-9.jpg, e2-1.jpg, e2-2.jpg

Excellent Products and Service. I appreciate the free whistle. Thank you I will be using this store for all my future lifeguard needs.  
- Ethan E. in Long Beach, NY


Aug. 7, 10  Reply




As the Aquatics Manager of one of Boston's and certainly the country's finest schools, I found that this store suited my needs for lifeguard apparel and my budget! The customer service is awesome, the shipping turn around is amazing and the quality of the gear supersedes that of the expensive branded logos. My guards are happy, and my director is happy with my spending costs for uniforms. Thank you. I will be staying with your company for all of my LG apparel needs.  
- Steven M. in Chestnut Hill, MA

Aug. 6, 10  Reply

Hey is there anyway to track my items?  
- Ethan E. in Long Beach, NY


Aug. 4, 10  Reply

Very fast service and a great product (Rescue Can) at a good price. Excellent merchant.  
- Bill D. in Martinsburg, WV

Aug. 3, 10  Reply




I was impressed with my first order from your company. I had to outfit my 15 year old for his first life guard job. The merchandise arrived in the proper time and quality promised. The pricing is very reasonable for the good quality provided. I just placed my second order for some additional rescue gear for my son. I didn't bother with other sites because of the first time experience was great. No need to shop around when you find a good merchant. Thanks Sgt Brian Haggerty SPD  
- SERGEANT HAGGERTY . in SOUTHBRIDGE, MA


Jul. 18, 10  Reply



Wow! I was surprised at how fast I received my order! Thanks for the fast return, also the quality of the shirts and suit are exceptional! I will recommend your company to other swimmers and lifeguards!  
- Kellie E. in Hurley, NY

Jul. 7, 10  Reply

We ordered from Canada! No problem! Our purchase arrived in less than 10 days! I would not hesitate in placing another order! Thank You!

Jul. 5, 10  Reply



received in pressing senior shirt from you.

- Sue H. in Ayr, Canada



Thank you for a speedy delivery ! (I actually received it ahead of time !) I am impressed with the kindness and helpfulness you have given to me ,as a customer ! I will absolutely recommend your company ! Again , Thank you ,you were very professional and courteous ! Sincerely,

- Eileen T. in Suffern, NY

Jun. 26, 10 Reply

Thank you for the great customer service when I had to return a white lifeguard hoodie for a different size. You made the process very easy. Our experience is that the white lifeguard hoodies do run a bit small but you got us a new one in a different size very quickly. I will shop here again. Thanks again!

- Michael E. in Powell, OH

Jun. 23, 10 Reply



Thanks for the help, we ordered 2 shirts recently and they fit great, nice quality. Will send a copy of the senior pictures when they come back!!! Thanks, Kathy in MI

- Kathy P. in Essexville, MI

Jun. 15, 10 Reply



Thanks again Sammy for a GREAT customer service experience handling our situation. These guys are an A++ in my book. Sincerely

- Lincoln S. in Charlotte, NC

Jun. 9, 10 Reply



You are great!!! I am so Impressed with the quality, pricing and mostly the speed with which I received my order! Thank you so much! I would recommend you to anyone-I am very happy! Debbie R PS Did i see you are in Hunt Bch? I grew up there so of course it makes sense you are such a great company

- Debbie R. in HIDDEN HILLS, CA

May. 28, 10 Reply

Good quality life guard gear. Fast and accurate services. Buy from the Life Guard store.

- Jamie A. in Newton, AL

May. 26, 10 Reply





This is for all lifeguard clothing such as, t-shirts, tank tops, men's shorts and swimsuits, women's shirts, tank tops, shorts, and swimsuits, hoodies, caps, visors, jackets, keychains, sunglasses, and pants.

#### **SHIPPING FOR SMALL EQUIPMENT ITEMS:**

- Delivery is 3 business days for all small equipment under 10 items. Order your item today, on a business day (before 5:00 PM EST), and get it 3 business days later.
- When ordering more than 10 items please allow 5 business days for delivery

This includes small equipment items such as whistles, fanny packs, CPR masks, diving bricks, keychains, and lifeguard bags.

#### **SHIPPING FOR LARGE EQUIPMENT ITEMS**

- Delivery is 5 business days for all large equipment items. Order your item today and get it 5 business days later.

This includes large equipment items such as spineboards, rescue tubes, rescue cans, ring buoys, head immobilizers, first aid kits, trauma bags, bullhorns, life vests, and umbrellas.

\*Delivery for lifeguard chairs, rescue boards, rescue kayaks, and rescue sleds is in between 2 and 3 weeks.

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#### **How We Make Our Lifeguard Shirts:**

I've been a lifeguard for seven years and I know the importance of having a quality lifeguard uniform that still looks great after I wash it over and over again. That's why our lifeguard t-shirts are 100% pre-shrunk cotton. We put three coats of quality name brand ink (International Coating) on every shirt, and then we take them to an intense heating machine (Flash Dryer). This allows the ink to permanently set on the t-shirt. Even after several washings, your lifeguard lettering and cross will continue to glare and look crisp.

We make all of our lifeguard t-shirts this way. The t-shirts and uniforms shown on the website are the t-shirts you will receive on your doorstep.

I have purchased some of my competitors' shirts. The lifeguard lettering and design was faded and fuzzy the first day I got it (and it cost more than my shirts!). That's why I'm committed to producing the best lifeguard t-shirts and uniforms that look great while saving more.

Enjoy  
Sammy, Owner

#### **Delivery of Lifeguard Shirts and Equipment:**

Place your order today and receive it three days later anywhere in the United States!

This is the fastest standard delivery time in the industry, and the price of shipping is very low.

This includes all lifeguard apparel and clothing, t-shirts, tank tops, shorts, whistles, hip packs, and sweatshirts. This also includes most of our small lifeguard equipment and supplies: diving bricks, CPR face and more. Our larger equipment like our rescue tubes, and lifeguard backboards and spine boards take 5 business days to deliver. We have what you need to fill your pool, lake, or beach, and fill it fast.

#### **Popular Lifeguard Clothing:**

Our most popular items include the white and red lifeguard t-shirts and lifeguard tank tops, our original blue lifeguard t-shirts, lifeguard hoodies, caps, men's swim shorts, and women's board shorts.

Most of our items can only be found here, as we design and make them ourselves. We are always looking for new ideas for lifeguard gear. This is the one store that truly has the widest lifeguard clothing selection found anywhere in the world. Whatever your lifeguard attire needs, we have it here.

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#### **LIFEGUARD APPAREL**

[T-SHIRTS & TANK TOPS](#)  
[MEN'S SHORTS & SWIMSUITES](#)  
[WOMEN'S T-SHIRTS & TANKS](#)  
[WOMEN'S SWIMSUITES & SHORTS](#)  
[LIFEGUARD HOODIES](#)  
[LIFEGUARD CAPS, HATS, & VISORS](#)  
[LIFEGUARD PANTS](#)  
[LIFEGUARD JACKETS](#)  
[SUNSCREEN, KEYCHAINS, & SUNGLASSES](#)

#### **LIFEGUARD EQUIPMENT**

[RESCUE TUBES, CANS, & BUOYS](#)  
[SPINEBOARDS, HEAD IMMRS, & STRAPS](#)  
[LIFEGUARD WHISTLES](#)  
[LIFEGUARD FANNY PACKS](#)  
[CPR MASKS](#)  
[LIFEGUARD UMBRELLAS](#)  
[LIFEGUARD CHAIRS](#)  
[RESCUE BOARDS](#)  
[LIFEGUARD SUNSCREEN](#)  
[DIVING BRICKS](#)  
[LIFEGUBULLHORNS & AIRHORNS](#)  
[LIFEGUARD FLIPPERS, GOGGLES, & BINOCULARS](#)  
[FIRST AID KITS](#)  
[CPR MANIKINS](#)  
[RESCUE KAYAKS](#)

#### **POOL SUPPLIES**

[CHLORINE TEST KITS](#)  
[SKIMMERS, BRUSHES, & HOOKS](#)  
[POOL SIGNS](#)  
[POOL ACCESSORIES](#)

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These search terms are highlighted: **lifeguard store** [Text-only version](#)

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Welcome to The Ultimate **Lifeguard Store!**

For all your Lifeguard Needs.



All shirts are 100% cotton

**3 Day Delivery**

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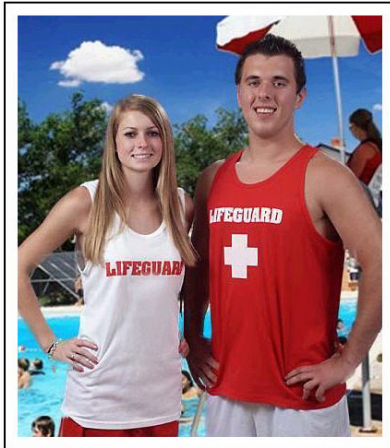




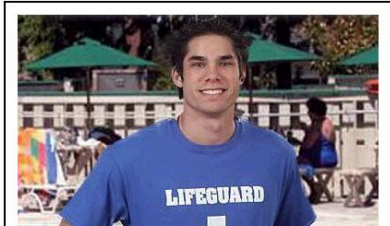
Spineboard Kit



<http://webcache.googleusercontent.com/search?q=cache:PgsTHP86mjoJ:www.lifeguardshirt.com/+%22lifeguard+store%22&cd=9&hl=en&ct=clnk&gl=us&source=www.google.com> 05/25/2011 06:19:43 PM



We have the most comprehensive lifeguard apparel selection in the world  
Jen on the left is 5'6" wearing a size SMALL  
Ben on the right is 6'1" wearing a size LARGE



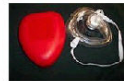
Rescue Tube



Rescue Can



Lifeguard Fanny Pack



CPR Face Mask