

From: Leaser, Andrew C.

Sent: 7/22/2013 8:35:52 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85319690 - 4G LTE - MPCS-0001 - Request for
Reconsideration Denied - Return to TTAB - Message 5 of 6

Attachment Information:

Count: 5

Files: 4glte17.jpg, 4glte18.jpg, 4glte19.jpg, 4glte20.jpg, 4glte21.jpg

Q: Can I transfer contact informations from my old phone to my new 4G LTE phone?
A: Yes – we can help you transfer your contact list from one phone to another. Come into a store and one of our Smartphone Experts can transfer your contacts to your new device.

Q: How fast is 4G LTE compared to the current, 3G network?
A: LTE is up to 10 times faster than our current 3G speeds. 4G LTE is up to twice as fast as 4G.

Q: Can I upgrade my current (3G) phone to work on the 4G network?
A: Since our 4G LTE network operates independently from the 3G network, our 3G devices are unable to upgrade to 4G LTE.

Q: Can I upgrade my iPhone to 4G LTE?
A: iPhone 4/4S is not 4G LTE capable, and cannot be upgraded.

Q: What can I do with new data speeds?
A: With 4G LTE you can download a full-length movie in minutes, a song in seconds, share photos or video chat in real time, or play multi-player games – all significantly faster. The possibilities are as endless as how you choose to spend your time.

Q: Where will 4G LTE be available?
A: The LTE network will be live in Alaska, with the largest coverage around Anchorage, Fairbanks, and Juneau. We'll continue to add coverage and expand our network.

Q: Can I have an LTE phone if I am not in an LTE area?
A: 4G LTE phones work best on the 4G LTE network. If you're in an area that doesn't have the 4G LTE network available, your phone will pick up (or, "fallback") to the next compatible network speed. Your LTE phone will fallback to 4G in areas like Homer, Kenai, Ketchikan, and Sitka. If compatible 4G isn't available, your phone will fallback to the next compatible network speed. We've got you covered.

Q: How do I know if 4G LTE is right for me?
A: Our 4G LTE experts will help you find the best phone, plan, and service that's right for you. We're happy to help you, simply call us at 800-808-8083, or click on the below button.



http://www.newsnet5.com/dpp/money/consumer/consumer_specialist/New-Apple-iPhone-5-expected-to-offer-4G-LTE---s
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Posted: 09/12/2012

By: Jenn Strathman, newsnet5.com

CLEVELAND - There was a lot of anticipation leading up to Wednesday, when Apple announced a new iPhone.

One new feature with many new phones is the LTE network. This stands for Long Term Evolution.

What does that really mean? Kent State Information Technology Manager Christopher Bues said 4G LTE offers phone speeds as fast as your home computer.

The networks are crowded as more and more users

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speeds significantly higher.

"I think it's amazing," Blakemore said. "I have an iPhone and I wish I had this new network on it."

Brandon Gubacz wasn't as eager to make the switch after seeing the difference between the two phones.

"It's faster no doubt, but I think I'm not that incredibly impressed that I have to have it," Gubacz said.

Experts say all phones will have this technology in the next few years. Deciding whether to buy one now depends on how much you want to spend, and what you do with your phone.

"If you are looking at basic email, basic web browsing, no, you're not going to see much of a difference," Bues explained.

LTE is marketed for heavy data users -- which typically are iPhone users.

The big catch -- LTE is not available on the Sprint network in the Cleveland-Akron area. The carrier announced plans to add it to 100 cities in the coming months. Several cities were mentioned, but Cleveland was not named. This does not mean we will not be included as all 100 cities were not

"The carriers want to get to LTE as fast as they can because it allows them to get to more subscribers on their network and to offer better data speeds and services," Bues said.

Verizon and AT&T are leading the pack on this service. [RootMetrics](#) and [PC Magazine](#) recently ran nationwide speed tests.

"Verizon is the speed champ right now. I mean, they really have the biggest coverage area by far. AT&T is probably second, but in some areas first," Bues said.

Many users we spoke with were skeptical about the speed of LTE because they haven't seen much difference between 3G and 4G other than their battery dying more quickly. However, Bues said 3G to 4G was an evolutionary change, and 4G LTE is revolutionary.

Patrice Blakemore loves her iPhone, but admits it struggles to keep up with her fast pace.

"I don't find it's quick enough for everything, for all the applications I'm using, so I'm looking for something to have a little more pop to it and to be faster," Blakemore said.

Many new phones offer you faster speeds with their ability to connect to the 4G LTE network. Apple's new iPhone is expected to offer this capability. You currently need a new phone because this technology is so different compared to the changes with 4G service.

"It's new hardware for all the cellular providers. It's new chips in the phone. It's a lot of new plumbing behind the scenes to really give you those fast data speeds," Bues said.

So how fast is LTE? We ran a consumer test with demo phones from AT&T to find out. There is some margin of error because we had to use two different phones due to the advanced technology. We used the Apple's iPhone 4S and the Samsung Galaxy SIII.

Overall, the download speeds were at least 2 to 3 seconds faster on the LTE network. We also noticed it in a speed test we ran through an app called Ookla, which measures the download speeds. The LTE phone registered



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Cleveland was not named. This does not mean we will not be included as all 100 cities were not mentioned.

If you are in a 4G LTE area and drive to an area where it is not available, your phone will roll back to 4G or 3G service. Also, this new technology is supposed to diminish the battery drain that so many users experienced with 4G service upgrades.

"I haven't noticed much difference between the 3G and 4G. I noticed a big difference with this new one," Blakemore said.

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Eric Andrews

Hi I'm an Apple fanboy: SHUT UP AND TAKE MY MONEY!!

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EebStder

there has been about 30 phones that have had 4g lte for about 2 years....apple stinks and are way behind the times

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RaymondGolightly

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Thank you.
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In fact I am not sure if this new iPhone will be a success. Here is why - 3 reasons why the Apple iPhone 5 will fail - goo.gl/Pogw
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WEWS NewsChannel 5 - Cleveland/Akron/Canton

From Jenn Strathman - WEWS: The new Apple iPhone 5 is expected to offer 4G LTE - so what is it? Find out more: <http://on.ews.com/PqGzwn>



<http://www.facebook.com/ews5/posts/10151436409334...>

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