From: Crowley, Sean

Sent: 5/20/2014 10:57:57 AM

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Subject: U.S. TRADEMARK APPLICATION NO. 85742140 - EYEHOP SAURUS - 303.121259 - Request for Reconsideration Denied - Return to TTAB - Message 1 of 0

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Attachment Information:

Count: 3

Files: ExhibitA.jpg, ExhibitB-1.jpg, 85742140.doc

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION SERIAL NO. 85742140

MARK: EYEHOP SAURUS

CORRESPONDENT ADDRESS:
JOHN W GOLDSCHMIDT JR

FERENCE & ASSOCIATES LLC

409 BROAD STREET

PITTSBURGH, PA 15143

GENERAL TRADEMARK INFORMATION:

http://www.uspto.gov/trademarks/index.jsp

APPLICANT: Donoso, Larry A.

CORRESPONDENT'S REFERENCE/DOCKET NO:

303.121259

CORRESPONDENT E-MAIL ADDRESS:

REQUEST FOR RECONSIDERATION DENIED

ISSUE/MAILING DATE:

The trademark examining attorney has carefully reviewed applicant's request for reconsideration and is denying the request for the reasons stated below. *See* 37 C.F.R. §2.64(b); TMEP §§715.03(a)(2)(B), (a)(2)(E), 715.04(a). The requirement(s) and/or refusal(s) made final in the Office action dated September 18, 2013 are maintained and continue to be final. *See* TMEP §§715.03(a)(2)(B), (a)(2)(E), 715.04(a).

In the present case, applicant's request has not resolved all the outstanding issue(s), nor does it raise a new issue or provide any new or compelling evidence with regard to the outstanding issue(s) in the final Office action. In addition, applicant's analysis and arguments are not persuasive nor do they shed new light on the issues. Accordingly, the request is denied.

The attached evidence demonstrates that the pronunciation of "IHOP" is "eyehop," that IHOP has a number of activities directed towards children such as coloring books, toys and special meals, and that applicant is in fact likely to create an association with IHOP because applicant makes efforts to create an association with that institution in its advertising materials by using pancakes.

The filing of a request for reconsideration does not extend the time for filing a proper response to a final Office action or an appeal with the Trademark Trial and Appeal Board (Board), which runs from the date the final Office action was issued/mailed. *See* 37 C.F.R. §2.64(b); TMEP §715.03, (a)(2)(B), (a)(2)(E), (c).

If time remains in the six-month response period to the final Office action, applicant has the remainder of the response period to comply with and/or overcome any outstanding final requirement(s) and/or refusal(s) and/or to file an appeal with the Board. TMEP §715.03(a)(2)(B), (c). However, if applicant has already filed a timely notice of appeal with the Board, the Board will be notified to resume the appeal. *See* TMEP §715.04(a).

/SeanCrowley/

Examining Attorney

Law Office 116

U.S. Patent and Trademark Office

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By Marvin Rubinstein

"EYE HOP" IHOP

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error, and except to linguistic purists, it is of little practical consequence.

There are, in fact, many expressions which can be read both ways. VAT (Value Added Tax), for example, is sometimes pronounced as a single word (rhyming with *cat*). On other occasions, you will hear the same expression enunciated as distinct letters, namely "vee-ay-tee." Another good one is IHOP (International House Of Pancakes) — "eye-hop" or "I-H-O-P." Then there are letter combinations which could be pronounced as a single word but never are in practice. The AMA (American Medical Association) and SOP (Standard Operating Procedure) are typical examples. How does one know which is the conventional pronunciation? Pretty much the same way you know which nouns in West European languages are masculine or feminine. You commit them to memory.

Abbreviations are almost always used in writing rather than in speech. Acronyms and initialisms, however, may be used both in speech and writing. There are literally tens of thousands of acronyms, abbreviations, and initialisms, with a number of dictionaries or compilations listing most of them. Our list of about 100 acronyms given below has culled only those which writers, editors, and translators are likely to encounter with any frequency.

No attempt has been made to suggest exactly how to translate the following. In the case of many international businesses, such as I.B.M., these shortened forms have frequently found international use. There are many other cases, however, where the foreign equivalent of the name or organization has totally different initial letters, and consequently, the acronyms and initialisms would also be totally different. In the following list, a few examples are given of European language equivalents for internationally used English acronyms. MATIF, for example, refers to the Paris Futures Market, whose French name is *Marché À Terme International de France*. As regards abbreviations, of course, every language has its own.

Please note that some abbreviations are followed by a period and some initialisms are separated by periods. The current trend is to drop the periods (e.g., U.S.A. becomes USA; N.A.F.T.A. is known as NAFTA).

IHOP expects to 'sell like pancakes' in the Philippines

Breakfast all day, every day

By Charley Bautista-Braga | Yahoo! SHE – Fri, Feb 15, 2013 3:25 PM PHT

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"Please drop us off at our hotel across E-Hop," my mother told the bus driver as we returned from a day of exploring Disney World in Orlando Florida, back in 1992.

"Where?" the driver asked, clearly looking confused.

"E-Hop," my mother repeated. "The International House of Pancakes."

"Oh, you mean Eye-Hop!" he exclaimed.

And so begins my over 20-year fascination with the once-mispronounced American pancake house, a living dream for all-day breakfast lovers like myself.

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Beginnings and expansion

The very first International House of Pancakes opened in Toluca Lake, a suburb of Los Angeles, in 1958 and ultimately took on the acronym "IHOP" as its popularity grew.

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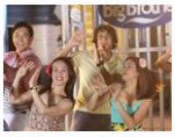
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