

Request for Reconsideration after Final Action

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LAW OFFICE ASSIGNED	LAW OFFICE 110
MARK SECTION (no change)	
EVIDENCE SECTION	
EVIDENCE FILE NAME(S)	
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DESCRIPTION OF EVIDENCE FILE	Applicant's substantive argument and supporting exhibits
SIGNATURE SECTION	
RESPONSE SIGNATURE	/ErikMPelton/
SIGNATORY'S NAME	Erik M. Pelton
SIGNATORY'S POSITION	Attorney of Record; NJ, DC Bar
SIGNATORY'S PHONE NUMBER	(703) 525-8009
DATE SIGNED	02/27/2014
AUTHORIZED SIGNATORY	YES

CONCURRENT APPEAL NOTICE FILED	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Thu Feb 27 10:09:52 EST 2014
TEAS STAMP	USPTO/RFR-184.183.182.86- 20140227100952069452-8587 8838-5003e4ac2c6c5bd89dc8 b52d5e8576ebba7c9df9adde7 7d9fc7fc67a27146f9f5f-N/A -N/A-20140227100521687628

PTO Form 1930 (Rev 9/2007)
OMB No. 0651-0050 (Exp. 05/31/2014)

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

Application serial no. **85878838** has been amended as follows:

EVIDENCE

Evidence in the nature of Applicant's substantive argument and supporting exhibits has been attached.

Original PDF file:

[evi_18418318286-100521687 . EWARDS AS A SERVICE CLASS 35 oar Final with Exhibits Part1.pdf](#)

Converted PDF file(s) (37 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

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Original PDF file:

[evi_18418318286-100521687_. EWARDS AS A SERVICE CLASS 35 oar Final with Exhibits Part2.pdf](#)

Converted PDF file(s) (23 pages)

[Evidence-1](#)
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SIGNATURE(S)**Request for Reconsideration Signature**

Signature: /ErikMPelton/ Date: 02/27/2014

Signatory's Name: Erik M. Pelton

Signatory's Position: Attorney of Record; NJ, DC Bar

Signatory's Phone Number: (703) 525-8009

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 filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 85878838

Internet Transmission Date: Thu Feb 27 10:09:52 EST 2014

TEAS Stamp: USPTO/RFR-184.183.182.86-201402271009520

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Attorneys at Law

Erik M. Pelton
Benjamin D. Pelton**
of counsel

PO Box 100637
Arlington, VA 22210

Tel 703.525.8009
Fax 703.997.5349

* NJ DC Bar
** VA DC & NY Bar

EMPI&A®
Erik M Pelton & Associates, PLLC

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

February 27, 2014

Amy E. Hella
Trademark Examining Attorney
Law Office 110
United States Patent and Trademark Office

RE: Serial No: 85878838
Mark: **REWARDS AS A SERVICE**
Applicant: Tango Card, Inc.
Office Action Of: December 30, 2013

APPLICANT'S REQUEST FOR RECONSIDERATION AFTER FINAL OFFICE ACTION

The following is the Request for Reconsideration of Applicant, Tango Card, Inc., by Counsel, filed in response to the Final Office Action sent via email on December 30, 2013, by Examining Attorney Amy E. Hella.

EX PARTE APPEAL FILED

Applicant is filing an Ex Parte Appeal of this matter along with this Request for Reconsideration, in the event that the refusal to register is maintained.

DESCRIPTIVENESS REFUSAL

The Examining Attorney has issued a final office action refusing registration of the proposed mark pursuant to Trademark Act § 2(e)(1), 15 U.S.C. § 1052(e)(1), on the ground that the mark merely describes Applicant's services. For the following reasons, Applicant respectfully disagrees with the findings and requests that the Examining Attorney reconsider the statutory refusal and allow registration of Applicant's mark.

Applicant seeks registration of the mark REWARDS AS A SERVICE in standard characters for use in connection with "Promotional and marketing services, namely, conducting incentive reward programs to promote the sale of products and services of others, associated with an

application programming interface to integrate a rewards program into a user's information technology systems" in Class 35. According to the Examining Attorney, Applicant's mark merely describes Applicant's recited services because "[t]he applicant is clearly providing a service that features the provision of rewards" *Final Office Action of December 30, 2013*. However, Applicant's REWARDS AS A SERVICE mark is not merely descriptive of the recited services because it is a clever play on the expression "software as a service" and has an incongruous meaning when read literally. Thus, it does not immediately describe the relevant services with the requisite degree of particularity. Furthermore, numerous registrations incorporating the expression "AS A SERVICE" have been allowed on the principal register without a showing of acquired distinctiveness. Therefore, Applicant respectfully requests that the mere descriptiveness refusal be withdrawn.

A mark is merely descriptive if it "forthwith conveys an immediate idea of the ingredients, qualities or characteristics of the goods." *Abercrombie & Fitch Co. v. Hunting World, Inc.*, 537 F.2d 4, 189 USPQ 759, 765 (2nd Cir. 1976). *See also In re Abcor Development Corp.*, 616 F.2d 525, 200 USPQ 215 (CCPA 1978). Moreover, to be merely descriptive, the mark must convey such information with a "degree of particularity." *Plus Products v. Medical Modalities Associates, Inc.*, 211 USPQ 1199, 1204-05 (TTAB 1981). *See also In re Diet Tabs, Inc.*, 231 USPQ 587, 588 (TTAB 1986); *Holiday Inns, Inc. v. Monolith Enterprises*, 212 USPQ 949, 952 (TTAB 1981); *In re TMS Corp. of the Americas*, 200 USPQ 57, 59 (TTAB 1978); *In re Gourmet Bakers, Inc.*, 173 USPQ 565 (TTAB 1972).

The Board has recognized the fine line between merely descriptive marks and suggestive marks. *Oreck Holdings, LLC, v. Bissell Homecare, Inc.*, Opposition No. 91173831, *21 (TTAB Feb. 16 2010)(HEALTHY HOME VACCUM not merely descriptive of vacuum cleaners) [not precedential]. One may be informed by suggestion as well as by description. *In re Reynolds Metals Company*, 480 F.2d 902, 178 USPQ 296 (CCPA 1973). As the Federal Circuit has stated:

...a term may possess elements of suggestiveness and descriptiveness at the same time. No clean boundaries separate these legal categories. Rather, a term may slide along the continuum between suggestiveness and descriptiveness depending on usage, context, and other factors that affect the relevant public's perception of the term.

In re Nett Designs, Inc., 57 USPQ2d 1564, 1566 (Fed. Cir. 2001).

Applicant's REWARDS AS A SERVICE mark is a clever play on the phrase "software as a service" (also known as "cloud computing"). The phrase "software as a service" is commonly

defined as “a software delivery model in which software and associated data are centrally hosted on the cloud” and accessed via web browser. *See* Exhibit A. Applicant’s recited services include, among other things, “providing an online non-downloadable Internet-based system application,” which falls into this category. However, Applicant’s mark does not incorporate the phrase “software as a service.” Instead, Applicant replaces the word “software” with “rewards” in order to suggest that Applicant’s cloud-based software helps consumers integrate a program featuring Applicant’s gift card technology into information technology systems. Applicant’s unique spin on the well-known phrase “software as a service” also means that consumers must engage in a multi-stage reasoning process in order to understand how Applicant’s mark relates to Applicant’s services. Applicant’s mark is therefore suggestive and not merely descriptive. *See Nautilus Group, Inc. v. ICON Health & Fitness, Inc.*, 372 F.3d 1330, 1342-43 (Fed. Cir. 2004) (noting that all suggestiveness requires is “imagination or *any type of multistage reasoning* to understand the mark’s significance”) (emphasis added).

Additionally, Applicant’s “REWARDS AS A SERVICE” mark has an incongruous meaning that gives it a distinct overall commercial impression. By definition, a “reward” is “money or another kind of payment that is given or received for something that has been done”; in other words, something given to someone in exchange for a *service*. *See* Exhibit B. Consequently, Applicant’s REWARDS AS A SERVICE mark, when read literally, would be interpreted as self-contradictory, as a form of circular logic, or as if Applicant itself is engaged in the practice of rewarding people. It thus takes multi-stage reasoning for the consumer to realize that Applicant’s mark suggests that Applicant provides a *means* for *third-parties* to give out rewards in an efficient and effective manner.

Finally, a review of TESS indicates that the USPTO has allowed a plethora of trademarks containing the expression “AS A SERVICE” onto the principal register without requiring a showing of acquired distinctiveness. Table 1 lists twenty-seven (27) such marks. *See* Exhibit C for registration certificates. Note that several of these marks are registered for cloud computing-related services.

Table 1. “As a Service” Registrations Where No Showing of Acquired Distinctiveness was Needed

Mark	Reg. No.	Goods/Services
WEATHER AS A SERVICE	4024044	<u>Class 42</u> : providing weather information services
CONVERSION AS A SERVICE	4363272	<u>Class 35</u> : Advertising and marketing consultancy; Advertising and marketing services, namely, promoting the goods and services of others; Advertising, marketing and promotion services
Office as a Service	4438822	<u>Class 35</u> : Providing office support functions and staff services, namely, secretary and bookkeeping services; Personalized phone answering services <u>Class 38</u> : Video, audio, and web conferencing services; Personalized fax and voice electronic mail services; web messaging and web site forwarding services; Virtual PBX dialing service; Electronic transmission of voice signals, data, facsimiles, images, and information via a global computer network; Secure email services
Offshorent, Offshore Center As A Service	4387273	<u>Class 35</u> : Business process outsourcing services in the field of back office operations; Outsourcing in the field of software development
VALUATION AS A SERVICE	4343243	<u>Class 36</u> : business valuation services; business valuation services utilizing online business valuation software; information regarding business valuation <u>Class 42</u> : providing online temporary use of non-downloadable software used in performing business valuations
CLASSROOM AS A SERVICE	4104231	<u>Class 42</u> : Software as a service (SAAS) services featuring interactive software for conducting IT training and educational demonstrations; computer consultation in the nature of installation, maintenance and repair of the aforementioned software
DISCOUNTS-AS-A-SERVICE	4335475	<u>Class 36</u> : Accounts payable discount management services, namely, consulting, processing and administration of a system enabling purchasers to obtain discounts on accounts payable; Procurement discount opportunity services, namely, consulting regarding implementation of dynamic discounting terms; Accounts payable financing services for third parties; Factoring agency services <u>Class 42</u> : Providing temporary use of non-downloadable computer software enabling purchasers to obtain discounts on accounts payable over computer networks, intranets and the internet

Mark	Reg. No.	Goods/Services
LEADERSHIP AS A SERVICE	4318294	<u>Class 42</u> : Consulting in the field of information technology
SELLING AS A SERVICE	4227616	<u>Class 35</u> : Sales promotion for others; sales promotion services
TRAINING AS A SERVICE	4223358	<u>Class 42</u> : Consulting in the field of information technology
INSIGHT AS A SERVICE	4175298	<u>Class 35</u> : Personnel management consulting
Solutions in the Cloud Delivered as a Service.	4097828	<u>Class 42</u> : Technical support services, namely, remote administration and management of in-house and hosted datacenter devices, databases and software applications
INNOVATION AS A SERVICE	4093130	<u>Class 35</u> : Business consulting services, namely, providing assistance in development of business strategies, innovation and idea management, and collaborative problem solving
Revenue as a Service	4005089	<u>Class 9</u> : Computer software for controlling and managing patient medical information; Computer software that provides web-based access to applications and services through a web operating system or portal interface <u>Class 35</u> : Medical billing outsourcing services; Medical billing support services
Rules as a Service	3935884	<u>Class 42</u> : Software as a service (SAAS) services, namely, hosting software for use by others for use in business intelligence for business decision making, business rules management, and application integration
SEARCH AS A SERVICE	3903841	<u>Class 35</u> : Employment counseling and recruiting; Executive recruiting services; Professional staffing and recruiting services
VSAAS VIRTUAL SOFTWARE AS A SERVICE	3895555	<u>Class 42</u> : Application service provider services featuring virtual machine operating system software; application service provider, namely, hosting computer software applications of others
CXO as a service	3872566	<u>Class 35</u> : Business consulting services
ARCHITECTURE AS A SERVICE	3847256	<u>Class 42</u> : information technology consultation; technology consultation in the field of fractional architecture; consulting in the field of information technology including providing others with project teams and specialists for an allotted number of consultation hours, utilizing and providing consultants on a fractional basis depending on their skill specialty, and providing others with IT specialists often offered on a subscription basis
Recruiting As A Service	3647398	<u>Class 35</u> : Job and personnel placement; Job placement; Organizing and conducting job fairs

Mark	Reg. No.	Goods/Services
SATISFACTION AS A SERVICE	3920269	<p><u>Class 42</u>: Application service provider (ASP) featuring software for queuing, handling, logging, recording, monitoring, tracking, supervision, management, routing, disposition and distribution, of telephone calls, facsimile transmissions, e-mails, and web based messages to in-office or at-home workers, parties, callers or customers, for use in the fields of customer service, customer support, inside sales, collections, or direct response marketing; application service provider (ASP) featuring an application software development tool for use in customizing telecommunication service applications, namely, services for the queuing, handling, logging, recording, monitoring, tracking, supervision, management, routing, disposition and distribution of telephone calls, facsimile transmissions, e-mails, and web based message transmissions, for use in the fields of customer service, customer support, inside sales, collections, or direct response marketing</p>
PUBLISHING AS A SERVICE	3664775	<p><u>Class 42</u>: Computer service, namely, acting as an application service provider in the field of knowledge management to host computer application software for the collection, editing, organizing, modifying, book marking, transmission, storage and sharing of data and information</p>
IDENTITY AS A SERVICE	3781533	<p><u>Class 9</u>: Computer software to control information technology resources, namely, applications and infrastructure, namely, computer systems, operating systems, databases and directories, and related data for information management and security</p> <p><u>Class 42</u>: Computer hardware and software consultation; Computer services, namely, acting as a shared service or provided service for controlling information technology resources and/or managing computer systems for others, namely, applications, infrastructure, namely, computer systems, operating systems, databases and directories, and related data for applications and infrastructure, namely, computer systems, operating systems, databases and directories</p> <p><u>Class 45</u>: Computer security services, namely, monitoring or controlling computer systems for security purposes</p>
Records As A Service	3384153	<p><u>Class 42</u>: Providing online non-downloadable computer software for the collection, editing, organizing, modifying, book marking, transmission, storage and sharing of data and information</p>

Mark	Reg. No.	Goods/Services
CONNECTIVITY AS A SERVICE	3550778	<p><u>Class 38</u>: Computer services, namely, providing and managing remote access to networks, personal computers, personal digital assistants, pocket personal computers, mobile phones, and internet tablets</p> <p><u>Class 39</u>: Computer services, namely, storage services for archiving databases, images and other electronic data</p> <p><u>Class 42</u>: Application service provider services, namely, hosting computer application software on a computer server for use by others for remotely accessing local area networks and personal computers; computer services, namely, recovery of computer data; computer services, namely, monitoring, analyzing, supporting, administering and managing computers, computer software applications, computer systems, computer servers and computer networks; providing technical support services, namely, monitoring, analyzing, supporting, administering and managing computers, computer software applications, computer systems, computer servers and computer networks and troubleshooting of computer hardware, computer software and installation problems; computer services, namely hosting and maintaining an online website for others to store content for others</p>
TECHNOLOGY-AS-A-SERVICE	3542404	<p><u>Class 42</u>: Computer technology support services, namely, help desk services; information technology consulting services in the field of identification, support and implementation of computer-based information systems for businesses; computer project management services; computer services, namely, remote management of computer applications for others; computer software design and computer programming of computer software; computer software installation; design, maintenance, development and updating of computer software</p>
Information as a Service	3417466	<p><u>Class 35</u>: Providing business management information in connection with consulting and advisory services in the field of business strategic planning; real estate marketing services in the field of commercial real estate; providing information in the field of marketing and on-line marketing media via the Internet</p>

These marks show that the USPTO has repeatedly found “as a service” marks to be suggestive, not merely descriptive. This creates doubt as to whether the expression “as a service” is merely descriptive, and the USPTO’s practice is to resolve such doubt in the applicant’s favor. *See in re Grand Metropolitan Foodservice, Inc.*, 30 USPQ2d 1974 (TTAB 1994).

In sum, Applicant's REWARDS AS A SERVICE mark is suggestive and not merely descriptive because the mark has an incongruous meaning and does not immediately describe any function or feature of Applicant's services with the requisite degree of particularity. Furthermore, the USPTO has allowed numerous "as a service" registrations onto the principal register without a showing of acquired distinctiveness. Finally, any doubt regarding descriptiveness must be resolved in Applicant's favor. *In re Grand Metropolitan Foodservice, Inc.*, 30 USPQ2d 1974 (TTAB 1994). Therefore, Applicant respectfully requests that the Examining Attorney reconsider the refusal and allow Applicant's mark to proceed to publication.

Applicant has responded to all issues raised in the Final Office Action. If any further information or response is required, please contact Applicant's attorney. The attorney may be reached by telephone at 703-525-8009.

EXHIBITS

- Exhibit A: *Definition of "Software as a service", Wikipedia,*
 http://en.wikipedia.org/wiki/Software_as_a_service (accessed Jan. 28, 2014).
- Exhibit B: *Definition of "Reward", Merriam-Webster's Online Dictionary,*
 <http://www.merriam-webster.com/dictionary/reward> (accessed Feb. 18, 2014).
- Exhibit C: Registration Certificates for Federal Trademark Registrations Cited in Table 1.

**APPLICATION NO. 85878838 RESPONSE TO FINAL OFFICE ACTION OF
December 30, 2013**

**EXHIBIT A:
Wikipedia Definition of "Software as a service"**

Software as a service

From Wikipedia, the free encyclopedia

Software as a service (**SaaS**; pronounced /sæs/ or /sɑːs/^[1]), sometimes referred to as "on-demand software" supplied by ISVs or "Application-Service-Providers" (ASPs),^[2] is a software delivery model^[3] in which software and associated data are centrally hosted on the cloud. SaaS is typically accessed by users using a thin client via a web browser. SaaS has become a common delivery model for many business applications, including Office & Messaging software, DBMS software, Management software, CAD software, Development software, Gamification, Virtualization,^[2] accounting, collaboration, customer relationship management (CRM), management information systems (MIS), enterprise resource planning (ERP), invoicing, human resource management (HRM), content management (CM) and service desk management.^[4] SaaS has been incorporated into the strategy of all leading enterprise software companies.^[5] One of the biggest selling points for these companies is the potential to reduce IT support costs by outsourcing hardware and software maintenance and support to the SaaS provider.^[6]

According to a Gartner Group estimate,^[7] SaaS sales in 2010 reached \$10 billion, and were projected to increase to \$12.1bn in 2011, up 20.7% from 2010. Gartner Group estimates that SaaS revenue will be more than double its 2010 numbers by 2015 and reach a projected \$21.3bn. Customer relationship management (CRM) continues to be the largest market for SaaS. SaaS revenue within the CRM market was forecast to reach \$3.8bn in 2011, up from \$3.2bn in 2010.^[8]

The term "software as a service" (SaaS) is considered to be part of the nomenclature of cloud computing, along with infrastructure as a service (IaaS), platform as a service (PaaS), desktop as a service (DaaS), backend as a service (BaaS), and information technology management as a service (ITMaaS).^[9]

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History

Centralized hosting of business applications dates back to the 1960s. Starting in that decade, IBM and other

mainframe providers conducted a service bureau business, often referred to as time-sharing or utility computing. Such services included offering computing power and database storage to banks and other large organizations from their worldwide data centers.

The expansion of the Internet during the 1990s brought about a new class of centralized computing, called Application Service Providers (ASP). ASPs provided businesses with the service of hosting and managing specialized business applications, with the goal of reducing costs through central administration and through the solution provider's specialization in a particular business application. Two of the world's pioneers and largest ASPs were USI, which was headquartered in the Washington, D.C. area, and Futurelink Corporation, headquartered in Orange County California.

Software as a service essentially extends the idea of the ASP model. The term *Software as a Service (SaaS)*, however, is commonly used in more specific settings:

- Whereas most initial ASPs focused on managing and hosting third-party independent software vendors' software, as of 2012 SaaS vendors typically develop and manage their own software.
- Whereas many initial ASPs offered more traditional client-server applications, which require installation of software on users' personal computers, SaaS solutions of today rely predominantly on the Web and only require an internet browser to use.
- Whereas the software architecture used by most initial ASPs mandated maintaining a separate instance of the application for each business, as of 2012 SaaS solutions normally utilize a multi-tenant architecture, in which the application serves multiple businesses and users, and partitions its data accordingly.

The *SAAS* acronym allegedly first appeared in an article called "Strategic Backgrounder: Software As A Service", internally published in February 2001 by the Software & Information Industry's (SIIA) eBusiness Division.^[10]

DbaaS (Database as a Service) has emerged as a sub-variety of SaaS.^[11]

Distribution

The Cloud (or SaaS) model has no physical need for indirect distribution since it is not distributed physically and is deployed almost instantaneously. The first wave of SaaS companies built their own economic model without including partner remuneration in their pricing structure (except when there were certain existing affiliations). It has not been easy for traditional software publishers to enter into the SaaS model. Firstly, because the SaaS model does not bring them the same income structure, secondly, because continuing to work with a distribution network was decreasing their profit margins and was damaging to the competitiveness of their product pricing. Today a landscape is taking shape with SaaS and managed service players who combine the indirect sales model with their own existing business model, and those who seek to redefine their role within the 3.0 IT economy.^[12]

Pricing

Unlike traditional software which is conventionally sold as a perpetual license with an up-front cost (and an optional ongoing support fee), SaaS providers generally price applications using a subscription fee, most commonly a monthly fee or an annual fee. Consequently, the initial setup cost for SaaS is typically lower than the equivalent enterprise software. SaaS vendors typically price their applications based on some usage parameters, such as the number of users using the application. However, because in a SaaS environment customers' data reside with the SaaS vendor, opportunities also exist to charge per transaction, event, or other unit of value.

The relatively low cost for user provisioning (i.e., setting up a new customer) in a multi-tenant environment enables some SaaS vendors to offer applications using the freemium model. In this model, a free service is made available with limited functionality or scope, and fees are charged for enhanced functionality or larger scope. Some other SaaS applications are completely free to users, with revenue being derived from alternate sources such as advertising.

A key driver of SaaS growth is SaaS vendors' ability to provide a price that is competitive with on-premises software. This is consistent with the traditional rationale for outsourcing IT systems, which involves applying economies of scale to application operation, i.e., an outside service provider may be able to offer better, cheaper, more reliable applications.

Architecture

The vast majority of SaaS solutions are based on a multi-tenant architecture. With this model, a single version of the application, with a single configuration (hardware, network, operating system), is used for all customers ("tenants"). To support scalability, the application is installed on multiple machines (called horizontal scaling). In some cases, a second version of the application is set up to offer a select group of customers with access to pre-release versions of the applications (e.g., a beta version) for testing purposes. This is contrasted with traditional software, where multiple physical copies of the software — each potentially of a different version, with a potentially different configuration, and often customized — are installed across various customer sites.

While an exception rather than the norm, some SaaS solutions do not use multi-tenancy, or use other mechanisms—such as virtualization—to cost-effectively manage a large number of customers in place of multi-tenancy.^[13] Whether multi-tenancy is a necessary component for software-as-a-service is a topic of controversy.^[14]

Characteristics

While not all software-as-a-service applications share all traits, the characteristics below are common among many SaaS applications:

Configuration and customization

SaaS applications similarly support what is traditionally known as application *customization*. In other words, like traditional enterprise software, a single customer can alter the set of configuration options (a.k.a., parameters) that affect its functionality and look-and-feel. Each customer may have its own settings (or: parameter values) for the configuration options. The application can be customized to the degree it was designed for based on a set of predefined configuration options.

For example: to support customers' common need to change an application's look-and-feel so that the application appears to be having the customer's brand (or—if so desired—co-branded), many SaaS applications let customers provide (through a self service interface or by working with application provider staff) a custom logo and sometimes a set of custom colors. The customer cannot, however, change the page layout unless such an option was designed for.

Accelerated feature delivery

SaaS applications are often updated more frequently than traditional software,^[15] in many cases on a weekly or

monthly basis. This is enabled by several factors:

- *The application is hosted centrally, so an update is decided and executed by the provider, not by customers.*
- The application only has a single configuration, making development testing faster.
- The application vendor has access to all customer data, expediting design and regression testing.
- The solution provider has access to user behavior within the application (usually via web analytics), making it easier to identify areas worthy of improvement.

Accelerated feature delivery is further enabled by agile software development methodologies.^[16] Such methodologies, which have evolved in the mid-1990s, provide a set of software development tools and practices to support frequent software releases.

Open integration protocols

Since SaaS applications cannot access a company's internal systems (databases or internal services), they predominantly offer integration protocols and application programming interfaces (APIs) that operate over a wide area network. Typically, these are protocols based on HTTP, REST, SOAP and JSON.

The ubiquity of SaaS applications and other Internet services and the standardization of their API technology has spawned development of mashups, which are lightweight applications that combine data, presentation and functionality from multiple services, creating a compound service. Mashups further differentiate SaaS applications from on-premises software as the latter cannot be easily integrated outside a company's firewall.

Collaborative (and "social") functionality

Inspired by the success of online social networks and other so-called *web 2.0* functionality, many SaaS applications offer features that let its users collaborate and share information.

For example, many project management applications delivered in the SaaS model offer—in addition to traditional project planning functionality—collaboration features letting users comment on tasks and plans and share documents within and outside an organization. Several other SaaS applications let users vote on and offer new feature ideas.

While some collaboration-related functionality is also integrated into on-premises software, (implicit or explicit) collaboration between users or different customers is only possible with centrally hosted software.

Adoption drivers

Several important changes to the software market and technology landscape have facilitated acceptance and growth of SaaS solutions:

- The growing use of web-based user interfaces by applications, along with the proliferation of associated practices (e.g., web design), continuously decreased the need for traditional client-server applications. Consequently, traditional software vendor's investment in software based on fat clients has become a disadvantage (mandating ongoing support), opening the door for new software vendors offering a user experience perceived as more "modern".
- The standardization of web page technologies (HTML, JavaScript, CSS), the increasing popularity of web development as a practice, and the introduction and ubiquity of web application frameworks like Ruby on Rails or languages like PHP gradually reduced the cost of developing new SaaS solutions, and enabled

new solution providers to come up with competitive solutions, challenging traditional vendors.

- The increasing penetration of broadband Internet access enabled remote centrally hosted applications to offer speed comparable to on-premises software.
- The standardization of the HTTPS protocol as part of the web stack provided universally available lightweight security that is sufficient for most everyday applications.
- The introduction and wide acceptance of lightweight integration protocols such as REST and SOAP enabled affordable integration between SaaS applications (residing in the cloud) with internal applications over wide area networks and with other SaaS applications.

Adoption challenges

Some limitations slow down the acceptance of SaaS and prohibit it from being used in some cases:

- Since data are being stored on the vendor's servers, data security becomes an issue.^[17]
- SaaS applications are hosted in the cloud, far away from the application users. This introduces latency into the environment; so, for example, the SaaS model is not suitable for applications that demand response times in the milliseconds.
- Multi-tenant architectures, which drive cost efficiency for SaaS solution providers, limit customization of applications for large clients, inhibiting such applications from being used in scenarios (applicable mostly to large enterprises) for which such customization is necessary.
- Some business applications require access to or integration with customer's current data. When such data are large in volume or sensitive (e.g., end users' personal information), integrating them with remotely hosted software can be costly or risky, or can conflict with data governance regulations.
- Constitutional search/seizure warrant laws do not protect all forms of SaaS dynamically stored data. The end result is that a link is added to the chain of security where access to the data, and, by extension, misuse of these data, are limited only by the assumed honesty of 3rd parties or government agencies able to access the data on their own recognizance.^{[18][19][20][21]}
- Switching SaaS vendors may involve the slow and difficult task of transferring very large data files over the Internet.
- Organizations that adopt SaaS may find they are forced into adopting new versions, which might result in unforeseen training costs or an increase in probability that a user might make an error.
- Relying on an Internet connection means that data are transferred to and from a SaaS firm at Internet speeds, rather than the potentially higher speeds of a firm's internal network.^[22]

The standard model also has limitations:

- Compatibility with hardware, other software, and operating systems.^[23]
- Licensing and compliance problems (unauthorized copies with the software program boating the organization).
- Maintenance, support, and patch revision processes.

Data escrow

Software as a service data escrow is the process of keeping a copy of critical software-as-a-service application data with an independent third party. Similar to source code escrow, where critical software source code is stored with an independent third party, SaaS data escrow is the same logic applied to the data within a SaaS application. It allows companies to protect and insure all the data that reside within SaaS applications, protecting against data loss.^[24]

There are many and varied reasons for considering SaaS data escrow including concerns about vendor bankruptcy, unplanned service outages and potential data loss or corruption. Many businesses are also keen to ensure that they are complying with their own data governance standards or want improved reporting and business analytics against their SaaS data. A research conducted by Clearpace Software Ltd. into the growth of SaaS showed that 85 percent of the participants wanted to take a copy of their SaaS data. A third of these participants wanted a copy on a daily basis.^[25]

Criticism

One notable criticism of SaaS comes from Richard Stallman of the Free Software Foundation referring to it as Service as a Software Substitute (SaaS).^[26] He considers the use of SaaS to be a violation of the principles of free software.^[27] According to Stallman:

- With SaaS, the users do not have a copy of the executable file: it is on the server, where the users can't see or touch it. Thus it is impossible for them to ascertain what it really does, and impossible to change it. SaaS inherently gives the server operator the power to change the software in use, or the users' data being operated on.
- SaaS is equivalent to running proprietary software with spyware and a universal back door. It gives the server operator unjust power over the user, and that power is something we must resist.

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Retrieved from "http://en.wikipedia.org/w/index.php?title=Software_as_a_service&oldid=591840220"

Categories: Business models | Cloud applications | Software distribution | Services management and marketing | Service-oriented (business computing) | Software industry | Cloud computing

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**APPLICATION NO. 85878838 RESPONSE TO FINAL OFFICE ACTION OF
December 30, 2013**

**EXHIBIT B:
Merriam-Webster Online Dictionary Definition of "Reward"**



Quiz

Name That Thing

Take Our 10-Question Quiz

See Important Safety Information Below.

Have you heard about NuvaRing® (etonogestrel/ethinyl estradiol vaginal ring)?

Prescription NuvaRing is a flexible vaginal ring approved for the prevention of pregnancy in women.

SCROLL DOWN TO VIEW Important Safety Information

Cigarette smoking increases the risk of serious cardiovascular side effects when you use combination oral contraceptives. This risk increases even more if you are over age 35 and if you smoke 15 or more cigarettes a day. Women who use

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Encyclo.

New!

Spanish Central

reward



reward

Popularity



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re·ward *transitive verb* \ri-'wɔrd\

: to give money or another kind of payment to (someone or something) for something good that has been done

Full Definition of REWARD

1 : to give a reward to or for

2 : RECOMPENSE

— re·ward·able *adjective*

— re·ward·er *noun*

Examples of REWARD

• She rew

<http://www.merriam-webster.com/dictionary/reward>
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**APPLICATION NO. 85878838 RESPONSE TO FINAL OFFICE ACTION OF
December 30, 2013**

**EXHIBIT C:
Registration Certificates for Federal Trademark Registrations Cited in Table 1**

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 3,384,153

Registered Feb. 19, 2008

**SERVICE MARK
PRINCIPAL REGISTER**

Records As A Service

VISIONAIR, INC. (NORTH CAROLINA CORPORATION)
5601 BARBADOS BLVD
CASTLE HAYNE, NC 28429

FOR: PROVIDING ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE FOR THE COLLECTION, EDITING, ORGANIZING, MODIFYING, BOOK MARKING, TRANSMISSION, STORAGE AND SHARING OF DATA AND INFORMATION, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 6-9-2006; IN COMMERCE 6-9-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-090,973, FILED 1-25-2007.

KATHERINE CONNOLLY, EXAMINING ATTORNEY

Int. Cls.: 38, 39, and 42

Prior U.S. Cls.: 100, 101, 104, and 105

United States Patent and Trademark Office

Reg. No. 3,550,778

Registered Dec. 23, 2008

**SERVICE MARK
PRINCIPAL REGISTER**

CONNECTIVITY AS A SERVICE

LOGMEIN, INC. (DELAWARE CORPORATION)
500 UNICORN PARK DRIVE
WOBBURN, MA 01801

FOR: COMPUTER SERVICES, NAMELY, PROVIDING AND MANAGING REMOTE ACCESS TO NETWORKS, PERSONAL COMPUTERS, PERSONAL DIGITAL ASSISTANTS, POCKET PERSONAL COMPUTERS, MOBILE PHONES, AND INTERNET TABLETS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 10-0-2006; IN COMMERCE 10-0-2006.

FOR: COMPUTER SERVICES, NAMELY, STORAGE SERVICES FOR ARCHIVING DATABASES, IMAGES AND OTHER ELECTRONIC DATA, IN CLASS 39 (U.S. CLS. 100 AND 105).

FIRST USE 10-0-2006; IN COMMERCE 10-0-2006.

FOR: APPLICATION SERVICE PROVIDER SERVICES, NAMELY, HOSTING COMPUTER APPLICATION SOFTWARE ON A COMPUTER SERVER FOR USE BY OTHERS FOR REMOTELY ACCESSING LOCAL AREA NETWORKS AND PERSONAL COMPUTERS; COMPUTER SERVICES, NAMELY, RECOVERY OF COMPUTER DATA; COMPUTER

SERVICES, NAMELY, MONITORING, ANALYZING, SUPPORTING, ADMINISTERING AND MANAGING COMPUTERS, COMPUTER SOFTWARE APPLICATIONS, COMPUTER SYSTEMS, COMPUTER SERVERS AND COMPUTER NETWORKS; PROVIDING TECHNICAL SUPPORT SERVICES, NAMELY, MONITORING, ANALYZING, SUPPORTING, ADMINISTERING AND MANAGING COMPUTERS, COMPUTER SOFTWARE APPLICATIONS, COMPUTER SYSTEMS, COMPUTER SERVERS AND COMPUTER NETWORKS AND TROUBLESHOOTING OF COMPUTER HARDWARE, COMPUTER SOFTWARE AND INSTALLATION PROBLEMS; COMPUTER SERVICES, NAMELY HOSTING AND MAINTAINING AN ONLINE WEBSITE FOR OTHERS TO STORE CONTENT FOR OTHERS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 10-0-2006; IN COMMERCE 10-0-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-102,552, FILED 2-8-2007.

KATHERINE CHANG, EXAMINING ATTORNEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,647,398

Registered June 30, 2009

**SERVICE MARK
PRINCIPAL REGISTER**

Recruiting As A Service

BLUESPAN, LLC (NEVADA LIMITED LIABILITY
COMPANY), AKA BLUESPAN.NET
1044 LUCERNE WAY
INCLINE VILLAGE, NV 89451

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

FOR: JOB AND PERSONNEL PLACEMENT; JOB
PLACEMENT; ORGANIZING AND CONDUCTING
JOB FAIRS, IN CLASS 35 (U.S. CLS. 100, 101 AND
102).

SER. NO. 77-632,807, FILED 12-14-2008.

FIRST USE 12-7-2008; IN COMMERCE 12-7-2008.

AMEETA JORDAN, EXAMINING ATTORNEY

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 3,664,775

Registered Aug. 4, 2009

**SERVICE MARK
PRINCIPAL REGISTER**

PUBLISHING AS A SERVICE

ONESPOT, INC. (DELAWARE CORPORATION)
P.O. BOX 66071
AUSTIN, TX 78766

FIRST USE 6-12-2008; IN COMMERCE 6-12-2008.

FOR: COMPUTER SERVICE, NAMELY, ACTING AS AN APPLICATION SERVICE PROVIDER IN THE FIELD OF KNOWLEDGE MANAGEMENT TO HOST COMPUTER APPLICATION SOFTWARE FOR THE COLLECTION, EDITING, ORGANIZING, MODIFYING, BOOK MARKING, TRANSMISSION, STORAGE AND SHARING OF DATA AND INFORMATION, IN CLASS 42 (U.S. CLS. 100 AND 101).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-500,994, FILED 6-17-2008.

DANNEAN HETZEL, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

IDENTITY AS A SERVICE

Reg. No. 3,781,533

Registered Apr. 27, 2010

Int. Cls.: 9, 42, and 45

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

FISCHER INTERNATIONAL IDENTITY, LLC (DELAWARE LIMITED LIABILITY COMPANY)
3073 HORSESHOE DRIVE SOUTH
NAPLES, FL 34104

FOR: COMPUTER SOFTWARE TO CONTROL INFORMATION TECHNOLOGY RESOURCES, NAMELY, APPLICATIONS AND INFRASTRUCTURE, NAMELY, COMPUTER SYSTEMS, OPERATING SYSTEMS, DATABASES AND DIRECTORIES, AND RELATED DATA FOR INFORMATION MANAGEMENT AND SECURITY, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-0-2006; IN COMMERCE 10-0-2006.

FOR: COMPUTER HARDWARE AND SOFTWARE CONSULTATION; COMPUTER SERVICES, NAMELY, ACTING AS A SHARED SERVICE OR PROVIDED SERVICE FOR CONTROLLING INFORMATION TECHNOLOGY RESOURCES AND/OR MANAGING COMPUTER SYSTEMS FOR OTHERS, NAMELY, APPLICATIONS, INFRASTRUCTURE, NAMELY, COMPUTER SYSTEMS, OPERATING SYSTEMS, DATABASES AND DIRECTORIES, AND RELATED DATA FOR APPLICATIONS AND INFRASTRUCTURE, NAMELY, COMPUTER SYSTEMS, OPERATING SYSTEMS, DATABASES AND DIRECTORIES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 10-0-2006; IN COMMERCE 10-0-2006.

FOR: COMPUTER SECURITY SERVICES, NAMELY, MONITORING OR CONTROLLING COMPUTER SYSTEMS FOR SECURITY PURPOSES, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 10-0-2006; IN COMMERCE 10-0-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "IDENTITY", APART FROM THE MARK AS SHOWN.

SN 77-165,857, FILED 4-25-2007.

TIMOTHY FINNEGAN, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

ARCHITECTURE AS A SERVICE

Reg. No. 3,847,256

Registered Sep. 14, 2010

Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

TAOS MOUNTAIN, INC. (CALIFORNIA CORPORATION)
121 DAGGETT DRIVE
SAN JOSE, CA 95134

FOR: INFORMATION TECHNOLOGY CONSULTATION; TECHNOLOGY CONSULTATION IN THE FIELD OF FRACTIONAL ARCHITECTURE; CONSULTING IN THE FIELD OF INFORMATION TECHNOLOGY INCLUDING PROVIDING OTHERS WITH PROJECT TEAMS AND SPECIALISTS FOR AN ALLOTTED NUMBER OF CONSULTATION HOURS, UTILIZING AND PROVIDING CONSULTANTS ON A FRACTIONAL BASIS DEPENDING ON THEIR SKILL SPECIALTY, AND PROVIDING OTHERS WITH IT SPECIALISTS OFTEN OFFERED ON A SUBSCRIPTION BASIS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 8-0-2009; IN COMMERCE 8-0-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-826,917, FILED 9-15-2009.

PAUL E. FAHRENKOPF, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

CXO as a service

Reg. No. 3,872,566

Registered Nov. 9, 2010

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

DESIMONE, DENISE (UNITED STATES INDIVIDUAL)
620 S. NEGLEY AVENUE
PITTSBURGH, PA 15232

FOR: BUSINESS CONSULTING SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 6-1-2009; IN COMMERCE 6-1-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-939,747, FILED 2-19-2010.

LEIGH CAROLINE CASE, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

VSAAS VIRTUAL SOFTWARE AS
A SERVICE

Reg. No. 3,895,555

Registered Dec. 21, 2010

Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

DUANE ALLEN ANSEL (UNITED STATES INDIVIDUAL)
14140 223RD PL SE
ISSAQUAH, WA 98027

FOR: APPLICATION SERVICE PROVIDER SERVICES FEATURING VIRTUAL MACHINE
OPERATING SYSTEM SOFTWARE; APPLICATION SERVICE PROVIDER, NAMELY,
HOSTING COMPUTER SOFTWARE APPLICATIONS OF OTHERS, IN CLASS 42 (U.S. CLS.
100 AND 101).

FIRST USE 3-0-2010; IN COMMERCE 3-0-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "VIRTUAL SOFTWARE AS A
SERVICE", APART FROM THE MARK AS SHOWN.

SN 78-654,762, FILED 6-21-2005.

KIM SAITO, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

SEARCH AS A SERVICE

Reg. No. 3,903,841

Registered Jan. 11, 2011

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

IZUKA, DAVE (UNITED STATES INDIVIDUAL)

#130

2317 BROADWAY STREET
REDWOOD CITY, CA 94063

FOR: EMPLOYMENT COUNSELING AND RECRUITING; EXECUTIVE RECRUITING SERVICES; PROFESSIONAL STAFFING AND RECRUITING SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 5-17-2010; IN COMMERCE 5-17-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-046,793, FILED 5-24-2010.

ROSELLE HERRERA, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

SATISFACTION AS A SERVICE

Reg. No. 3,920,269

Registered Feb. 15, 2011

Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

INCONTACT (DELAWARE CORPORATION)
7730 S. UNION PARK AVE, SUITE 500
SALT LAKE CITY, UT 84047

FOR: APPLICATION SERVICE PROVIDER (ASP) FEATURING SOFTWARE FOR QUEUING, HANDLING, LOGGING, RECORDING, MONITORING, TRACKING, SUPERVISION, MANAGEMENT, ROUTING, DISPOSITION AND DISTRIBUTION, OF TELEPHONE CALLS, FACSIMILE TRANSMISSIONS, E-MAILS, AND WEB BASED MESSAGES TO IN-OFFICE OR AT-HOME WORKERS, PARTIES, CALLERS OR CUSTOMERS, FOR USE IN THE FIELDS OF CUSTOMER SERVICE, CUSTOMER SUPPORT, INSIDE SALES, COLLECTIONS, OR DIRECT RESPONSE MARKETING; APPLICATION SERVICE PROVIDER (ASP) FEATURING AN APPLICATION SOFTWARE DEVELOPMENT TOOL FOR USE IN CUSTOMIZING TELECOMMUNICATION SERVICE APPLICATIONS, NAMELY, SERVICES FOR THE QUEUING, HANDLING, LOGGING, RECORDING, MONITORING, TRACKING, SUPERVISION, MANAGEMENT, ROUTING, DISPOSITION AND DISTRIBUTION OF TELEPHONE CALLS, FACSIMILE TRANSMISSIONS, E-MAILS, AND WEB BASED MESSAGE TRANSMISSIONS, FOR USE IN THE FIELDS OF CUSTOMER SERVICE, CUSTOMER SUPPORT, INSIDE SALES, COLLECTIONS, OR DIRECT RESPONSE MARKETING, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 1-1-2009; IN COMMERCE 1-1-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-602,479, FILED 10-28-2008.

H. M. FISHER, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

Rules as a Service

Reg. No. 3,935,884

Registered Mar. 22, 2011

Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

ADAPTIVE LOOP INC. (WASHINGTON CORPORATION)
5302 NE 17TH PLACE
RENTON, WA 98059

FOR: SOFTWARE AS A SERVICE (SAAS) SERVICES, NAMELY, HOSTING SOFTWARE FOR USE BY OTHERS FOR USE IN BUSINESS INTELLIGENCE FOR BUSINESS DECISION MAKING, BUSINESS RULES MANAGEMENT, AND APPLICATION INTEGRATION, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 10-28-2010; IN COMMERCE 10-28-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-052,938, FILED 6-2-2010.

KARANENDRA S. CHHINA, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

Revenue as a Service

Reg. No. 4,005,089

Registered Aug. 2, 2011

Int. Cls.: 9 and 35

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

GAFFEY AND ASSOCIATES, INC. (CALIFORNIA CORPORATION)
SUITE 250
6150 STONERIDGE MALL ROAD
PLEASANTON, CA 94588

FOR: COMPUTER SOFTWARE FOR CONTROLLING AND MANAGING PATIENT MEDICAL INFORMATION; COMPUTER SOFTWARE THAT PROVIDES WEB-BASED ACCESS TO APPLICATIONS AND SERVICES THROUGH A WEB OPERATING SYSTEM OR PORTAL INTERFACE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-17-2008; IN COMMERCE 3-1-2009.

FOR: MEDICAL BILLING OUTSOURCING SERVICES; MEDICAL BILLING SUPPORT SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-17-2008; IN COMMERCE 3-1-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-099,441, FILED 8-3-2010.

CHRISTINA SOBRAL, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

WEATHER AS A SERVICE

Reg. No. 4,024,044

Registered Sep. 6, 2011

Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

WEATHER DECISION TECHNOLOGIES INC. (OKLAHOMA CORPORATION)
201 DAVID L. BOREN, STE 270
NORMAN, OK 73072

FOR: PROVIDING WEATHER INFORMATION SERVICES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 1-24-2011; IN COMMERCE 1-24-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WEATHER", APART FROM THE MARK AS SHOWN.

SN 85-213,768, FILED 1-10-2011.

JOHN E. MICHOS, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

INNOVATION AS A SERVICE

Reg. No. 4,093,130

Registered Jan. 31, 2012

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

IMAGINATIK PLC (UNITED KINGDOM PUBLIC LIMITED COMPANY (PLC))
COLDEN COMMON
6 WESSEX BUSINESS PARK, WESSEX WAY
WINCHESTER, UNITED KINGDOM SO211WP

FOR: BUSINESS CONSULTING SERVICES, NAMELY, PROVIDING ASSISTANCE IN DEVELOPMENT OF BUSINESS STRATEGIES, INNOVATION AND IDEA MANAGEMENT, AND COLLABORATIVE PROBLEM SOLVING, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 7-1-2010; IN COMMERCE 7-1-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-201,702, FILED 12-20-2010.

MICHELE SWAIN, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

Solutions in the Cloud Delivered as a Service.

Reg. No. 4,097,828

Registered Feb. 14, 2012

Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

CDASSOCIATES, LLC (SOUTH CAROLINA LIMITED LIABILITY COMPANY), DBA CARD
DOWN SOFTWARE
1401 MAIN STREET, STE 700
COLUMBIA, SC 29201

FOR: TECHNICAL SUPPORT SERVICES, NAMELY, REMOTE ADMINISTRATION AND
MANAGEMENT OF IN-HOUSE AND HOSTED DATACENTER DEVICES, DATABASES
AND SOFTWARE APPLICATIONS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 2-16-2010; IN COMMERCE 2-16-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-110,495, FILED 8-18-2010.

CHRISIE B. KING, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

CLASSROOM AS A SERVICE

Reg. No. 4,104,231

Registered Feb. 28, 2012

Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

VISILEARN, LLC (COLORADO LIMITED LIABILITY COMPANY)
SUITE A
1767 DENVER WEST BLVD.
GOLDEN, CO 80401

FOR: SOFTWARE AS A SERVICE (SAAS) SERVICES FEATURING INTERACTIVE SOFTWARE FOR CONDUCTING IT TRAINING AND EDUCATIONAL DEMONSTRATIONS; COMPUTER CONSULTATION IN THE NATURE OF INSTALLATION, MAINTENANCE AND REPAIR OF THE AFOREMENTIONED SOFTWARE, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 12-8-2010; IN COMMERCE 12-8-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-217,914, FILED 1-14-2011.

IRA J. GOODSaid, EXAMINING ATTORNEY



David J. Kypos

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

INSIGHT AS A SERVICE

Reg. No. 4,175,298

Registered July 17, 2012

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

AQUIRE SOLUTIONS, INC. (TEXAS CORPORATION)
400 E. LAS COLINAS BLVD
SUITE 500
IRVING, TX 75039

FOR: PERSONNEL MANAGEMENT CONSULTING, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 4-30-2010; IN COMMERCE 4-30-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-477,533, FILED 11-21-2011.

ANTHONY RINKER, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

TRAINING AS A SERVICE

Reg. No. 4,223,358

Registered Oct. 9, 2012

Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

3TRACE DBA TRACE3 (CALIFORNIA CORPORATION)
15326 ALTON PARKWAY
IRVINE, CA 92618

FOR: CONSULTING IN THE FIELD OF INFORMATION TECHNOLOGY, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 4-1-2012; IN COMMERCE 4-1-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-510,478, FILED 1-6-2012.

TARAH HARDY, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

SELLING AS A SERVICE

Reg. No. 4,227,616

Registered Oct. 16, 2012

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

INTEGRATED ACCESS CORPORATION (DELAWARE CORPORATION)
PO BOX 451
WAYNE, PA 19087

FOR: SALES PROMOTION FOR OTHERS; SALES PROMOTION SERVICES, IN CLASS 35
(U.S. CLS. 100, 101 AND 102).

FIRST USE 5-17-2011; IN COMMERCE 1-1-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-475,523, FILED 11-17-2011.

ANTHONY RINKER, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

LEADERSHIP AS A SERVICE

Reg. No. 4,318,294

Registered Apr. 9, 2013

Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

3TRACE DBA TRACE3 (CALIFORNIA CORPORATION)
15326 ALTON PARKWAY
IRVINE, CA 92618

FOR: CONSULTING IN THE FIELD OF INFORMATION TECHNOLOGY, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 1-25-2013; IN COMMERCE 1-25-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-510,753, FILED 1-6-2012.

TARAH HARDY, EXAMINING ATTORNEY



Lynn Shrestha
Acting Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

DISCOUNTS-AS-A-SERVICE

Reg. No. 4,335,475

Registered May 14, 2013

Int. Cls.: 36 and 42

SERVICE MARK

PRINCIPAL REGISTER

TAULIA INC. (DELAWARE CORPORATION)
420 TAYLOR STREET
4TH FLOOR
SAN FRANCISCO, CA 94012

FOR: ACCOUNTS PAYABLE DISCOUNT MANAGEMENT SERVICES, NAMELY, CONSULTING, PROCESSING AND ADMINISTRATION OF A SYSTEM ENABLING PURCHASERS TO OBTAIN DISCOUNTS ON ACCOUNTS PAYABLE; PROCUREMENT DISCOUNT OPPORTUNITY SERVICES, NAMELY, CONSULTING REGARDING IMPLEMENTATION OF DYNAMIC DISCOUNTING TERMS; ACCOUNTS PAYABLE FINANCING SERVICES FOR THIRD PARTIES; FACTORING AGENCY SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-13-2012; IN COMMERCE 3-13-2012.

FOR: PROVIDING TEMPORARY USE OF NON-DOWNLOADABLE COMPUTER SOFTWARE ENABLING PURCHASERS TO OBTAIN DISCOUNTS ON ACCOUNTS PAYABLE OVER COMPUTER NETWORKS, INTRANETS AND THE INTERNET, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 3-13-2012; IN COMMERCE 3-13-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DISCOUNTS", APART FROM THE MARK AS SHOWN.

SN 85-348,092, FILED 6-16-2011.

MICHAEL ENGEL, EXAMINING ATTORNEY



Luen Shueh Kuo
Acting Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

VALUATION AS A SERVICE

Reg. No. 4,343,243

Registered May 28, 2013

Int. Cls.: 36 and 42

SERVICE MARK

PRINCIPAL REGISTER

BIZEQUITY, LLC (DELAWARE LIMITED LIABILITY COMPANY)
1007 NORTH ORANGE ST., 9TH FLOOR
WILMINGTON, DE 19801

FOR: BUSINESS VALUATION SERVICES; BUSINESS VALUATION SERVICES UTILIZING
ONLINE BUSINESS VALUATION SOFTWARE; INFORMATION REGARDING BUSINESS
VALUATION, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 10-0-2011; IN COMMERCE 10-0-2011.

FOR: PROVIDING ONLINE TEMPORARY USE OF NON-DOWNLOADABLE SOFTWARE
USED IN PERFORMING BUSINESS VALUATIONS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 10-0-2011; IN COMMERCE 10-0-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-422,544, FILED 9-14-2011.

JILL PRATER, EXAMINING ATTORNEY



Luen Shueh Lee
Acting Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

CONVERSION AS A SERVICE

Reg. No. 4,363,272

Registered July 9, 2013

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

TOUCHCOMMERCE, INC. (DELAWARE CORPORATION)
30501 AGOURA ROAD
#203
AGOURA HILLS, CA 91301

FOR: ADVERTISING AND MARKETING CONSULTANCY; ADVERTISING AND MARKETING SERVICES, NAMELY, PROMOTING THE GOODS AND SERVICES OF OTHERS; ADVERTISING, MARKETING AND PROMOTION SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-15-2011; IN COMMERCE 3-15-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SERVICE", APART FROM THE MARK AS SHOWN.

SER. NO. 85-609,068, FILED 4-26-2012.

NAAKWAMA ANKRAH, EXAMINING ATTORNEY



Luen Shueh Kuo
Acting Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

Offshorent, Offshore Center As A Service

Reg. No. 4,387,273

Registered Aug. 20, 2013

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

GAMI LLC (PENNSYLVANIA LIMITED LIABILITY COMPANY), DBA OFFSHORENT
3819 VINCENT DR
COLLEGEVILLE, PA 19426

FOR: BUSINESS PROCESS OUTSOURCING SERVICES IN THE FIELD OF BACK OFFICE
OPERATIONS; OUTSOURCING IN THE FIELD OF SOFTWARE DEVELOPMENT, IN CLASS
35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-10-2012; IN COMMERCE 2-10-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "OFFSHORE CENTER AS A
SERVICE", APART FROM THE MARK AS SHOWN.

SER. NO. 85-792,471, FILED 12-2-2012.

NICHOLAS ALTREE, EXAMINING ATTORNEY



Luen Shueh Kuo
Acting Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

Office as a Service

Reg. No. 4,438,822

Registered Nov. 26, 2013

Int. Cls.: 35 and 38

SERVICE MARK

PRINCIPAL REGISTER

OFFICESCAPE, INC. (INDIANA CORPORATION)
1330 WIN HENTSCHEL BLVD.
SUITE 200
WEST LAFAYETTE, IN 47906

FOR: PROVIDING OFFICE SUPPORT FUNCTIONS AND STAFF SERVICES, NAMELY, SECRETARY AND BOOKKEEPING SERVICES; PERSONALIZED PHONE ANSWERING SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-10-2009; IN COMMERCE 3-17-2009.

FOR: VIDEO, AUDIO, AND WEB CONFERENCING SERVICES; PERSONALIZED FAX AND VOICE ELECTRONIC MAIL SERVICES; WEB MESSAGING AND WEB SITE FORWARDING SERVICES; VIRTUAL PBX DIALING SERVICE; ELECTRONIC TRANSMISSION OF VOICE SIGNALS, DATA, FACSIMILES, IMAGES, AND INFORMATION VIA A GLOBAL COMPUTER NETWORK; SECURE EMAIL SERVICES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 2-10-2009; IN COMMERCE 3-17-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-791,968, FILED 11-30-2012.

GISELLE AGOSTO, EXAMINING ATTORNEY



Deborah S. Cohen

Commissioner for Trademarks of the
United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,417,466

Registered Apr. 29, 2008

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FIRST USE 3-1-2007; IN COMMERCE 3-1-2007.

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SER. NO. 77-244,760, FILED 8-1-2007.

JOHN HWANG, EXAMINING ATTORNEY

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 3,542,404

Registered Dec. 9, 2008

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TECHNOLOGY-AS-A-SERVICE

THE UTILITY COMPANY LTD. (CANADA CORPORATION)
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VELOPMENT AND UPDATING OF COMPUTER SOFTWARE, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 8-14-2006; IN COMMERCE 8-14-2006.

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PRIORITY CLAIMED UNDER SEC. 44(D) ON CANADA APPLICATION NO. 1305098, FILED 6-12-2006, REG. NO. TMA704015, DATED 1-8-2008, EXPIRES 1-8-2023.

SER. NO. 77-056,198, FILED 12-4-2006.

CHARISMA HAMPTON, EXAMINING ATTORNEY