

From: Singh, Tejbir

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To: TTAB EFiling

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Subject: U.S. TRADEMARK APPLICATION NO. 86601339 - ARIAGA - BGSA 500013U - Request for Reconsideration Denied - Return to TTAB

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Files: 86601339.doc

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

U.S. APPLICATION SERIAL NO. 86601339

MARK: ARIAGA



CORRESPONDENT ADDRESS:

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GENERAL TRADEMARK INFORMATION:

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

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APPLICANT: Sonafi

CORRESPONDENT'S REFERENCE/DOCKET NO:

BGSA 500013U

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REQUEST FOR RECONSIDERATION DENIED

ISSUE/MAILING DATE: 3/25/2016

The trademark examining attorney has carefully reviewed applicant's request for reconsideration and is denying the request for the reasons stated below. See 37 C.F.R. §2.63(b)(3); TMEP §§715.03(a)(ii)(B), 715.04(a). The following requirement(s) and/or refusal(s) made final in the Office action dated 9/18/15 are maintained and continue to be final: Section 2(e)(4) Refusal. See TMEP §§715.03(a)(ii)(B), 715.04(a).

In the present case, applicant's request has not resolved all the outstanding issue(s), nor does it raise a new issue or provide any new or compelling evidence with regard to the outstanding issue(s) in the final

Office action. In addition, applicant's analysis and arguments are not persuasive nor do they shed new light on the issues. As indicated previously, the term ARIAGA has the look and feel of a surname, and would thus be perceived as a surname. Applicant's argument regarding the connotation of the term is unpersuasive. None of applicant's packaging supports that the term would be perceived as "the harmony of flavors in the aromatic profile." Accordingly, the request is denied.

If applicant has already filed a timely notice of appeal with the Trademark Trial and Appeal Board, the Board will be notified to resume the appeal. See TMEP §715.04(a).

If no appeal has been filed and time remains in the six-month response period to the final Office action, applicant has the remainder of the response period to (1) comply with and/or overcome any outstanding final requirement(s) and/or refusal(s), and/or (2) file a notice of appeal to the Board. TMEP §715.03(a)(ii)(B); see 37 C.F.R. §2.63(b)(1)-(3). The filing of a request for reconsideration does not stay or extend the time for filing an appeal. 37 C.F.R. §2.63(b)(3); see TMEP §§715.03, 715.03(a)(ii)(B), (c).

Tejbir Singh

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