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Subject: U.S. TRADEMARK APPLICATION NO. 87601260 - THE CLARET JUG - 123359-00004 - Request for
Reconsideration Denied - Return to TTAB - Message 1 of 2

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Files: corphosp-1.jpg, corphosp-2.jpg, corphosp-3.jpg, corphosp-4.jpg, wisegeek-1.jpg, wisegeek-2.jpg,
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**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

U.S. APPLICATION SERIAL NO. 87601260

MARK: THE CLARET JUG



CORRESPONDENT ADDRESS:

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GENERAL TRADEMARK INFORMATION:

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

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APPLICANT: The Championship Committee Merchandising ETC.

CORRESPONDENT'S REFERENCE/DOCKET NO:

123359-00004

CORRESPONDENT E-MAIL ADDRESS:

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REQUEST FOR RECONSIDERATION DENIED

ISSUE/MAILING DATE: 11/16/2018

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 made final in the Office action dated May 2, 2018 is maintained and continues to be final: amend the identification of services in Class 41. See TMEP §§715.03(a)(ii)(B), 715.04(a). The requirement to amend the identification in Class 25 has been satisfied.

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

IDENTIFICATION OF SERVICES REQUIRES AMENDMENT

Applicant must clarify the wording "hospitality services, namely, providing corporate hospitality and entertainment at live sporting events, namely, live performances by golfing athletes" in the identification of services in International Class 41 because it is indefinite and too broad. See 37 C.F.R. §2.32(a)(6); TMEP §§1402.01, 1402.03. This wording is indefinite because it does not make clear what the services are, as the hospitality industry encompasses several types and classes of services, as explained below. Further, this wording could identify services in more than one international class. For example, "hospitality services, namely, providing valet parking at live golf events" is in Class 39, "hospitality services, namely, providing entertainment in the nature of hosting social entertainment events" is in Class 41, and "hospitality services, namely, providing restaurant reservation services at live golfing events" is in Class 43.

The phrase "corporate hospitality" is defined as "The entertaining of clients by companies in order to promote business, especially at sporting or other public events" as shown by the attached dictionary definition evidence. The term "hospitality," even in the context of a live sporting event, does not adequately identify the service sufficient to classify it in one class. See attached internet evidence from www.wisegeek.com ("The hospitality industry is one that is primarily focused on customer satisfaction. For the most part, it is built on leisure or is luxury-based, as opposed to meeting basic needs. Hotels and resorts, cruise lines, airlines and other various forms of travel, tourism, special event planning, and restaurants all generally fall under the realm of the hospitality industry"). Corporate hospitality may include services such as butlers, chauffeurs, chefs, and even cleaning services, as shown by the attached internet evidence from www.householdstaffinginternational.com, air and ground transportation services and hotel accommodations as shown by the attached internet evidence from www.prolinksports.com, and parking passes, tickets to the golf event, and restaurant table reservations, as shown by the applicant's website at www.theopen.com. These varied services span at least four different International Classes.

The term "entertainment" is also indefinite and could include hundreds of types of entertainment services in Class 41. It is also not clear whether this is a service provided for the benefit of others, or an ancillary part of applicant's own services and therefore not a separate and distinct service under the TMEP. Applicant must be specific as to what is provided as a part of the hospitality services that is properly classified in Class 41.

The proposed amendment to the identification of services is not acceptable for the reasons stated in this Office action. Thus, the original wording in the existing identification remains operative for purposes of future amendments and for determining the scope of future amendments, i.e., the wording from the application. See TMEP §1402.07(d).

Applicant may adopt the following identification, if accurate (examining attorney's suggestions in **bold font**):

Class 25: [no change required]

Class 28: [no change required]

Class 39: **Hospitality services, namely, providing valet parking at live golf events**

Class 41: Sporting and cultural activities, namely the organisation and conducting of golf competitions, golf tournaments and golf events; organisation of sporting events and activities, namely golf competitions, golf tournaments and golf events; organisation and conducting of sporting tournaments and sporting competitions, golf competitions, golf tournaments and golf events; providing club and sports facilities for golf; education services, namely providing information and instruction in the field of golf; Sports training; entertainment services relating to sports in the nature of golf tournaments and golf competitions; entertainment services, namely providing online electronic games; providing on-line non-downloadable electronic publications in the nature of magazines, programs, publications in the nature of brochures, periodical publications in the nature of journals, books, flyers, newsletters, tournament schedules cards in the field of golf; providing on-line non-downloadable electronic publications in the nature of informational sheets featuring golf match results, informational sheets featuring golf draws or scores, informational sheets featuring golf rankings, informational sheets featuring golf player statistics; providing on-line non-downloadable instructional and teaching materials in the field of sports; providing on-line information in the field of sports; recreational information services relating to sports and sporting events and activities; recreational information services provided on computer networks, on-line and by telephone relating to sports and sporting events and activities; television and radio entertainment, namely distribution of television shows and radio shows relating to sports; provision of information or advice relating to sports or sporting competitions or tournaments; online admission ticket agency services for sporting events, tournaments and competitions; provision and production of live and recorded sporting events for radio, film, television and the internet, namely golf competitions, golf tournaments and golf events; audio and visual production services relating to sports; booking of

admission tickets for sporting competitions or tournaments relating to sports; entertainment, namely, a continuing sports show broadcast over radio and television; booking and reservation service for sporting events; **Hospitality services, namely, providing entertainment in the nature of {specify services in Class 41, e.g., hosting social entertainment events} at live golfing events; Hospitality services, namely, providing ticket reservation and booking services for live golf events;** publication of magazines, programs and other printed matter relating to sports, sporting tournaments and sporting competitions; providing reservation services for sporting events

Class 43: **Hospitality services, namely, providing restaurant reservation services at live golfing events**

See TMEP §§1402.01, 1402.03.

Applicant's goods and/or services may be clarified or limited, but may not be expanded beyond those originally itemized in the application or as acceptably amended. See 37 C.F.R. §2.71(a); TMEP §1402.06. Applicant may clarify or limit the identification by inserting qualifying language or deleting items to result in a more specific identification; however, applicant may not substitute different goods and/or services or add goods and/or services not found or encompassed by those in the original application or as acceptably amended. See TMEP §1402.06(a)-(b). The scope of the goods and/or services sets the outer limit for any changes to the identification and is generally determined by the ordinary meaning of the wording in the identification. TMEP §§1402.06(b), 1402.07(a)-(b). Any acceptable changes to the goods and/or services will further limit scope, and once goods and/or services are deleted, they are not permitted to be reinserted. TMEP §1402.07(e).

For assistance with identifying and classifying goods and services in trademark applications, please see the USPTO's online searchable *U.S. Acceptable Identification of Goods and Services Manual* at <http://tess2.uspto.gov/netahtml/tidm.html>. See TMEP §1402.04.

MULTIPLE-CLASS APPLICATION REQUIREMENTS

The application identifies goods and services in more than one international class; therefore, applicant must satisfy all the requirements below for each international class based on Trademark Act Sections 1(b) and 44:

- (1) [List the goods and services by their international class number](#) in consecutive numerical order, starting with the lowest numbered class.

- (2) [Submit a filing fee for each international class](#) not covered by the fee already paid (view the [USPTO's current fee schedule](#)). The application identifies goods and services that are classified in at least five classes; however, applicant submitted a fee sufficient for only three classes. Applicant must either submit the filing fees for the classes not covered by the submitted fees or restrict the application to the number of classes covered by the fees already paid.

See 15 U.S.C. §§1051(b), 1112, 1126(e); 37 C.F.R. §§2.32(a)(6)-(7), 2.34(a)(2)-(3), 2.86(a); TMEP §§1403.01, 1403.02(c).

See [an overview](#) of the requirements for a Sections 1(b) and 44 multiple-class application and how to satisfy the requirements online using the Trademark Electronic Application System (TEAS) form.

RESPONSE GUIDELINES

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).

/Jillian R. Cantor/

Trademark Examining Attorney

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Home > British & World English > corporate hospitality

Definition of *corporate hospitality* in English:

corporate hospitality

NOUN

[mass noun]

The entertaining of clients by companies in order to promote business, especially at sporting or other public events.

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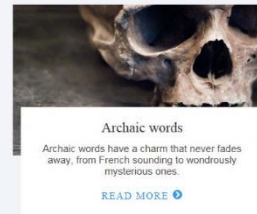
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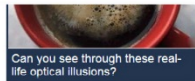
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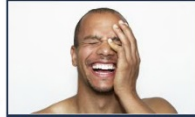
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TrogJoe19

Post 1

Even hospitals and the medical community are required to learn to make their patients feel at home and welcome, as well as family and friends of patients. This is an essential part of medical training, which integrates the field of communications with the necessary studies of medicine and prioritization of operations and management.

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Corporate Hospitality Services

Corporate Hospitality Services: Providing Qualified Staff & Available Jobs

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Although each company has needs unique to their executives, the following four roles encompass most of our corporate hospitality service requests:

- Office Matrons
- Corporate Butlers
- Corporate Chauffeurs
- Corporate Chefs



Corporate Hospitality Staff

1. Office Matron
2. Corporate Butler
3. Corporate Chauffeur
4. Corporate Chef

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Corporate Office Matron Services

Some of the responsibilities of an Office Matron include:

- Dusting furniture, window sills, counters, etc.
- Wiping down glass doors and door handles
- Wet mopping kitchen, gym and bathroom floors
- Gathering and emptying kitchen, gym and private bathroom trash
- Monitoring bathrooms and kitchens for any spills, water, etc.
- Loading and unload dishwashers
- Disinfecting kitchen sinks and dishwashers
- Cleaning and restocking private bathrooms
- Cleaning all office tables, chairs, and desks nightly
- Various of the duties of a corporate butler are:
 - Responsible for the smooth running of the executive offices
 - Ensure efficiency, harmony, and morale encouraged and maintained throughout the office
 - Personal care of executives and guests, supervising staff and also providing services her/himself or in any number of capacities
 - Overseeing corporate hospitality staff members, including management and performance reviews
 - Engaging and overseeing outside contractors, service providers and suppliers
 - Maintaining the executive dining rooms and board rooms on regular and routine basis
 - Overall security and communication systems
 - Reception and cossetting of guests
 - Serving of refreshments and meals
 - Maintaining fine silver, china, antiques, and other items
 - Stock kitchen and office supplies

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clean kitchen and office supplies

- Deep clean the entire office (vacuuming, scrubbing, polishing, mopping, dusting, etc.)
- Clean all refrigerators
- Act as a back-up to Office Manager
- Work with outside vendors on maintenance issues

Corporate Chauffeur Services

Similar to [private chauffeurs](#), a corporate hospitality chauffeur is responsible for driving executive individuals, their clients, and/or board members to and from their daily activities, which may include various business and social functions.

Some corporate hospitality chauffeur services are also asked to perform security duties and many have past employment with law enforcement agencies and have a valid carry permit (weapon). Many families and [high profile individuals](#) see the value in these types of chauffeurs.

Crave Our Corporate Hospitality Chef Services

A corporate hospitality chef is a culinary professional whose job is to provide [private chef services](#) for a corporation's top executives, board members and clients. They can work in one location or at multiple locations.

Some of the specific responsibilities of a private corporate chef are:

- Preparing daily meals for executives, clients and staff
- Customizing menus for employers with special dietary needs
- Coordinating cooking and serving times with employers
- Shopping for meals and snacks
- Keeping the kitchen clean
- Keeping the corporate dining room clean
- Being familiar with the likes and dislikes of employers
- Keeping up-to-date on the latest culinary trends and fads
- Anticipating their employers needs
- Creating high-quality, nutritious meals
- Working within the budget