

From: Saito, Kim

Sent: 5/2/2019 9:59:25 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 87722327 - BREAKBULKBOX - N/A - Request for  
Reconsideration Denied - Return to TTAB - Message 3 of 3

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Attachment Information:

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Files: aa-11.jpg, aa-12.jpg, aa-13.jpg, bb\_Page\_1.jpg, bb\_Page\_2.jpg, bb\_Page\_3.jpg, bb\_Page\_4.jpg,  
bb2\_Page\_1 (1).jpg, bb2\_Page\_1 (2).jpg

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- ISO 668:2013 Series 1 freight containers – Classification, dimensions and ratings
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- ISO 1161:1984 Series 1 freight containers – Corner fittings – Specification
- ISO 1496 – Series 1 freight containers – Specification and testing
  - ISO 1496-1:2013 – Part 1: General cargo containers for general purposes
  - ISO 1496-2:2008 – Part 2: Thermal containers
  - ISO 1496-3:1995 – Part 3: Tank containers for liquids, gases, and pressurized dry bulk



ISO container seal on doorlock <sup>87</sup>

- ISO 1496-3:1995 – Part 3: Tank containers for liquids, gases, and pressurized dry bulk
- ISO 1496-4:1991 – Part 4: Non-pressurized container for dry bulk
- ISO 1496-5:1991 – Part 5: Platform and platform based containers
- ISO 2308:1972 Hooks for lifting freight containers of up to 30 tonnes capacity – Basic requirements
- ISO 3874:1997 Series 1 freight containers – Handling and securing
- ISO 6346:1995 Freight containers – Coding, identification and marking
- ISO 9897:1997 Freight containers – Container equipment data exchange (CEDEX) – General communication codes
- ISO/TS 10891:2009 Freight containers – Radio frequency identification (RFID) – Licence plate tag
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#### Further reading [[edit](#)]

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#### External links [[edit](#)]

- International Convention for Safe Containers (Geneva, 2 December 1972)#
- Track and trace by Shipping Containers#
- Track and trace Container Cargos#
- Freight container types and sizes summary#
- Container Handbook# – by GDV, the collective of German insurance companies



<span>V</span> · <span>T</span> · <span>E</span>	<b>Intermodal containers</b>	<span>[<a href="#">show</a>]</span>
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<b>Authority control</b> <span><span></span></span>	LCCN: <span>sh85141053#</span> · <span>NL:</span> <span>00566602#</span>	
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**User Name:** KIM SAITO

**Date and Time:** Thursday, April 25, 2019 7:52:00 PM EDT

**Job Number:** 87746097

## Documents (2)

1. [Check out Jacksonville's first container... for breakbulk](#)

**Client/Matter:** -None-

**Search Terms:** "breakbulk boxes"

**Search Type:** Natural Language

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News	-None-

2. [NEW YORK SAYS DOLE REBUFFED OFFER TO CONTINUE ITS FRUIT TRADE IN CITY](#)

**Client/Matter:** -None-

**Search Terms:** "breakbulk boxes"

**Search Type:** Natural Language

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News	-None-

## [Check out Jacksonville's first container... for breakbulk](#)

Jacksonville Business Journal (Florida)

November 18, 2016 Friday

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# JACKSONVILLE Business Journal

**Length:** 321 words

**Byline:** Jensen Werley

## **Body**

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ATS International - a Minnesota-based shipping and logistics company with a major terminal operation in Jacksonville - has created an innovative way to store large, heavy, bulky cargo in a container.

Most cargo of that sort, called breakbulk, such as logs, steel beams or rebar, are shipped in large bundles tied to flatbeds, and usually an entire ship will be one type of cargo.

But ATS created a breakbulk container - a large flatbed that cargo can be tied to, with a lid placed on top, which creates a container, similar to how merchandise is shipped. It's called the Breakbulk Box.

"We side-load it and strap it down," said Brandon Nelson, terminal manager for ATS International in Jacksonville. "We can put anything in there that fits."

The benefit of this container is that it is weight-bearing. Unlike traditional break-bulk loads, where nothing can be stacked on top, these can have other containers put on top of them, meaning they can be stored low in the ship, to the benefit of carriers. It also protects the cargo inside.

"It reduces the risk of damage and time," Nelson said. "And it streamlines the supply chain."

While breakbulk has been around a long time, this is the first time someone has containerized it. Nelson said ATS - which considers one of its core values to be innovation - created the invention due to a changing market. One of ATS' major markets is Puerto Rico, which is serviced by Trailer Bridge, Crowley Maritime Corp. and Tote Maritime Puerto Rico. Up until recently, those companies were shipping using roll-on, roll-off barges and ships. But both Tote and Crowley are upgrading to containerized ships, and ATS is innovating to keep up with the changes.

Nelson said the company plans to order more ***Breakbulk Boxes*** in the future.

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## NEW YORK SAYS DOLE REBUFFED OFFER TO CONTINUE ITS FRUIT TRADE IN CITY

Journal of Commerce

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**Section:** FRONT, Pg. 1A

**Length:** 657 words

**Byline:** ROSE A. HOROWITZ; Journal of Commerce Staff

**Dateline:** NEW YORK

### **Body**

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New York City officials said they offered an attractive deal to Dole Fruit Co. to continue shipping bananas and other fruit at city piers, but the company never responded.

At a meeting on Friday, Dole, a division of Los Angeles-based Castle & Cooke, told city officials that its last shipment will be the week of Nov. 9. Dole will move its shipments on breakbulk vessels of bananas, pineapples, melon and coconuts from Pier 42 on Manhattan's East River to Wilmington, Del.

We knew they needed more room," said Marsha Reiss, a spokeswoman for the city's Department of Ports, International Trade and Commerce. In July, the city offered Dole its idle 110-acre South Brooklyn pier and some space at Pier 36, which was vacated by Netumar Lines.

We thought Friday, we'd get a serious response (to the city's offer), but they said we're leaving for the port of Wilmington," Ms. Reiss said. She said Dole, which had told the city it was considering relocating, hadn't indicated any urgency or deadline to move."

Dole officials didn't respond to the city's comments. However, Ilene Koontz, a spokeswoman for Castle & Cooke, said we are making the move because we want to consolidate our facility discharge at the Wilmington port."

Dole plans to consolidate its breakbulk shipping operations, which have been handled in New York, with its container operations at the port of Wilmington, Ms. Koontz said. It will then distribute its fresh fruit from Wilmington to states in the Northeast.

The current Manhattan facility is small and doesn't meet our needs," she said. Dole reported revenues of about \$ 1.7 billion last year.

Standard Fruit & Steamship Co., a Dole subsidiary that transports its fruit, called once a week at Pier 42 with shipments that ranged from 150,000 to 200,000 **breakbulk boxes** at a time.

Some estimated 400 longshoremen in New York and other pier workers will lose their jobs.

Dole's departure follows that of Netumar Lines, the last general cargo line to call at Manhattan, which moved its operations to Newark in July. The Howland Hook terminal in Staten Island has been vacant after its largest tenant, United States Lines, which filed for bankruptcy-law protection in November, ceased operating. The South Brooklyn Marine Terminal closed after Prudential Lines filed for bankruptcy-law protection.

The only active freight terminal in New York City is Brooklyn's Red Hook terminal.

KIM SAITO

NEW YORK SAYS DOLE REBUFFED OFFER TO CONTINUE ITS FRUIT TRADE IN CITY

It was inevitable" that Dole would leave Manhattan because it can't offer the space for a big shipping operation, Mr. Reiss said. But Dole could have moved to South Brooklyn, a large facility, and saved the rental cost it is now paying for Pier 42, she said.

The city's proposal to Dole in July offered these points, she said:

- \* A relocation assistance program in which Dole could have realized savings of \$ 110,000 to defray its moving expenses from Manhattan to Brooklyn.

- \* A 30 percent savings on electricity costs and a 20 percent savings on natural gas costs through the city's Energy Credit Rate Reduction program.

- \* Allowing Dole to forgo paying the \$ 150,000 yearly rent it was paying under its lease for Pier 42 and an extension of the payment period of a \$ 3.7 million city loan granted from the city to Dole to finance building special cranes for unloading bananas.

I think the bottom line is they wanted to move to their regional headquarters in Wilmington, Del., and leave New York," she said. What surprises us was that they were not willing to consider our offer," she said.

The city said it expects Dole to continue paying its yearly payments on its \$ 3.7 million city loan until its lease expires with the city in 1993.

Most of Manhattan's piers, which are breakbulk facilities, are abandoned, although some are used as passenger terminals. Shipping lines that used to call in Manhattan have shifted to Port Elizabeth/Newark, which has modern container facilities, in New Jersey.

**Load-Date:** January 8, 1997

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Thursday April 25, 2019

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## Breakbulk in a box

BY JOSEPH BONNEY | Nov 07, 2004 7:00PM EST

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Some cargoes move only in containers. Other shipments are too big or heavy to fit inside a box. Then there's a third category - cargo that can move in either containers or as breakbulk, depending on the circumstances.

Breakbulk and container ships aren't mutually exclusive. Many project-cargo shippers have learned to use the convenience of scheduled container ships to augment the capacity of breakbulk vessels. They'll mix and match the two to achieve the optimum result.

Example: If a shipment comprises four pieces of structural steel, three 20-feet long and one 60-feet long, the shipper could bundle them together and move them breakbulk, or ship the smaller pieces separately in a container.

No accurate statistics exist to indicate the size of the breakbulk-on-container-ship market. It fluctuates according to shipper needs and the supply and demand of container and breakbulk tonnage. "It is really a niche within a niche," said Juergen Osmer, president of New York-based project forwarder KOG Transport Inc.

Shipping breakbulk cargo on container ships can be an efficient solution to a transportation problem, said participants in a panel discussion at the JoC's annual Breakbulk Conference last month in New Orleans.

Many shippers use container shipments for small, one-time shipments to out-of-the-way places. Osmer said container ships also are useful for missed or emergency shipments. He said moving breakbulk in containers can be cheaper than paying a high rate to induce a breakbulk carrier to make an additional port call or to charter a plane for an oversized shipment.

Eric L. Mensing, vice president, government markets and government affairs at APL Ltd., said his company maintains a "project desk" that breakbulk shippers can call for rate quotes, negotiations, equipment allocation and booking.

He said breakbulk cargo can provide container carriers with premium rates on the busiest leg of their routes, while

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The size of breakbulk cargo can prevent container carriers with premium rates on the outside edge of their routes, where offering backhaul cargoes on return voyages. During peak periods, however, breakbulk shippers may have difficulty obtaining container space unless they arrange it in advance.

Osmers said that with container space tight and rates high in the trans-Pacific, many container carriers have become less eager to handle breakbulk shipments. "The carriers right now would rather reposition empties fast, in order to bring them back over here with cargo," he said. "Two years ago, the carriers were coming to us and offering space."

Mensing said carriers need accurate details on a shipment's dimensions to ensure that it will fit within a container slot and not extend into an adjacent one. "If the shipment is supposed to be 96 inches wide and shows up three inches wider, all of a sudden you're blowing three slots instead of one," he said.

Rail and marine terminal infrastructure also can present challenges. Labor at container terminals may not be familiar with out-of-gauge, or oversized, cargo. "People who handle breakbulk cargo for a living probably do a better job of handling breakbulk cargo," said Gary A. Holms, manager of traffic and logistics at J.A. Jones International, a unit of Fluor Corp.

Some container ports aren't designed for out-of-the-ordinary shipments such as oversized project cargoes, Osmers said. He recalled a shipment of 24 beer tanks that his company arranged for installation at the Anheuser Busch brewery in Los Angeles. Each tank measured 100 by 23 by 21 feet. "We had more discussions with the port to take this cargo through the Port of Long Beach than we did with the carrier," Osmers said. "Container terminals are geared to bringing the ship in, offload the containers, and let the ship sail again. Nobody really wants to have project cargo sit at the container terminal."

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