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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	88671022
Applicant	Arnes Becirovic
Applied for Mark	SIGNA ES
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Submission	Appeal Brief
Attachments	Trademark Trial and appeal Board Ex Parte Appeal Signa ES 88671022.pdf (881153 bytes)
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Signa ES Trademark brand Brief
#88671022 (ESTTA-Electronic system for
trademark trial and appeals)

Applicant name:/Arnes Becirovic/

DuPont factors- Likelihood of Confusion-1)"1207.01 (d)(ix)

As the fame of a mark increases, the degree of similarity between the marks necessary to support a conclusion of likelihood of confusion Declines. Famous marks are afforded a broad scope of legal protection, because they are more likely to be remembered and associated in the consuming public mind, rather than a weaker mark. ("As the fame of a mark increases, the degree of similarity between the marks necessary to support a conclusion of likelihood of confusion decreases. Signa ES Alias Adversus 2 Nonprovisional utility patent Application #16/679243 Art unit 3715 substantially adds to the perceived fame of the Mark "Signa ES" when it is granted a pre grant united states patent publication by the united states patent and trademark office on May 13, 2021. The comprehensive fact that my company Signa ES LLC commands a non-provisional utility Patent application with the company trademark "Signa ES" adds to the perceived value of the mark (Trademark Product connection)(Nonprovisonal utility patent-application #16/679243 Art unit 3715) The relationship between a trademark and the product it identifies is arbitrary. Signa ES is a proprietary word pointing distinctively to the product of one producer or architect. Arbitrary trademarks which are liable to mean different things at the pleasure of manufacturers do not constitute such language. **(12 uspq 11 (Bd. App. 1931)** The fact that this is an absolute truth allows my company to command more fame as opposed to if this wasn't an absolute material fact. As the perceived fame of my company Signa ES LLC increases, the likelihood of confusion between the two similar marks decreases.

The market interface between the applicant and the owner of a prior mark

The two comparative Marks seem to be operating in two vastly contrastive markets (international and U.S. classes) the fact that this is obvious to both parties should reiterate the point that this should not prevent any type of confusion in the minds of the consuming Public. The Fact that Signa chemistry inc is a chemistry service provider and Signa Es LLC is a financial Consulting company, should allow the two companies to operate, consult and demand value in the respective markets that they both reside in.

Du Pont, 476 F.2d at 1361, 177 USPO at 567. In some cases, a determination that there is no likelihood of confusion may be appropriate, even where the marks are similar and the goods/services are related, because these factors are outweighed by other factors, such as differences in the relevant trade channels of the goods/services, the presence in the marketplace of a significant number of similar marks in use on similar goods/services, the existence of a valid consent Agreement between the parties, or another established fact probative of the effect of use.

102 USPO2d 1397 (TTAB 2012), the Board reversed a refusal to register the mark ANYWEAR (in stylized text), for "footwear," finding no likelihood of confusion with the registered mark ANYWEAR BY JOSIE NATORI (and design), for "jackets, shirts, pants, stretch T-tops and stoles." Given the similarity in the marks and the relatedness of the goods, the Board stated that "under usual circumstances" it would conclude that confusion is likely to occur; however, an "unusual situation" compelled the Board "to balance the similarities between the marks and goods against the facts that the applicant already owns a registration for a substantially similar mark for the identical goods, and that the applicant's registration and the cited registration have coexisted for over five years." Id. at 1399. Applicant's prior registration of ANYWEARS for goods including footwear was substantially similar to the applied-for mark ANYWEAR for the same goods, and the registration had achieved incontestable status. Basing its decision on the thirteenth du Pont factor, which "relates to 'any other established fact probative of the

effect of use,'" the Board determined that this factor outweighed the others and confusion was unlikely.

Id. at 1399-1400 (quoting du Pont, 476 F.2d at 1361, 177 USPQ at

567). This Trademark trial and appeal board (TTAB) excerpt helps my chances of overcoming the likelihood of confusion argument vs the trademark attorney. Just because there is a similarity between the two marks respectively, does not stop the United States patent and trademark office from issuing out a certificate of registration to the challenging application.

Du Pont factor 13- Any other established fact probative of the use

Signa Chemistry inc registration #4606517 manufactures chemicals namely, alkali metals in combination with porous materials for use as chemical reagents and in hydrogen generation. The Company Signa Chemistry inc offers oil and gas, and industrial chemicals. SiGNa Chemistry, Inc. serves domestic customers in the United States and Canada. The company Signa Chemistry inc doesn't provide the intellectual property consultation services that it is claiming under international class 045. Registering the company Signa Chemistry inc for intellectual property consultation wasn't the right business decision, because the company doesn't provide the intellectual consultation services that it is specifying in the international and US Classes of 045 and 100 respectively.

SiGNa Chemistry Inc - Company

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SiGNa Chemistry Inc

SiGNa Chemistry, Inc. manufactures chemicals. The Company offers oil and gas, and industrial chemicals. SiGNa Chemistry, Inc. serves customers in the United States and Canada.

SECTOR Materials	INDUSTRY Chemicals	SUB-INDUSTRY Basic & Diversified Chemicals	FOUNDED 03/27/2007
ADDRESS 400 Madison Avenue 22nd Floor New York, NY 10017 United States	PHONE 1-212-933-4101	WEBSITE www.signachem.com	NO. OF EMPLOYEES --

Establishing secure connection...

Home - SiGNa

Not secure | signachem.com



COMPANY PRODUCTS & MARKETS TECHNICAL RESOURCES MORE

Oil & Gas Chemicals

PRODUCTS	APPLICATIONS
ActiveEOR® ActiveSand®	Post-CHOPS Chemical EOR Hydraulic Fracturing Carbonate Wettability Pipeline Cleanout

[Oil & Gas Resources »](#)

Industrial Chemicals

PRODUCTS	REACTIONS
Activesom® ActiveDry ActiveGel ActiveFuel™	Deprotections Desulfurization Dissolving Metal Reductions Ester Reduction Hydrogen Generation Olefin Isomerization Phosphine Reduction Wurtz Coupling

[Industrial Chemistry Resources »](#)

SiGNa transforms... Usable in batch or continuous processes, these materials deliver significant improvements in yield, throughput, and cost for large-scale operations.

It's smart science that leads to big results.



Winner of the Presidential Green Chemistry Challenge Award

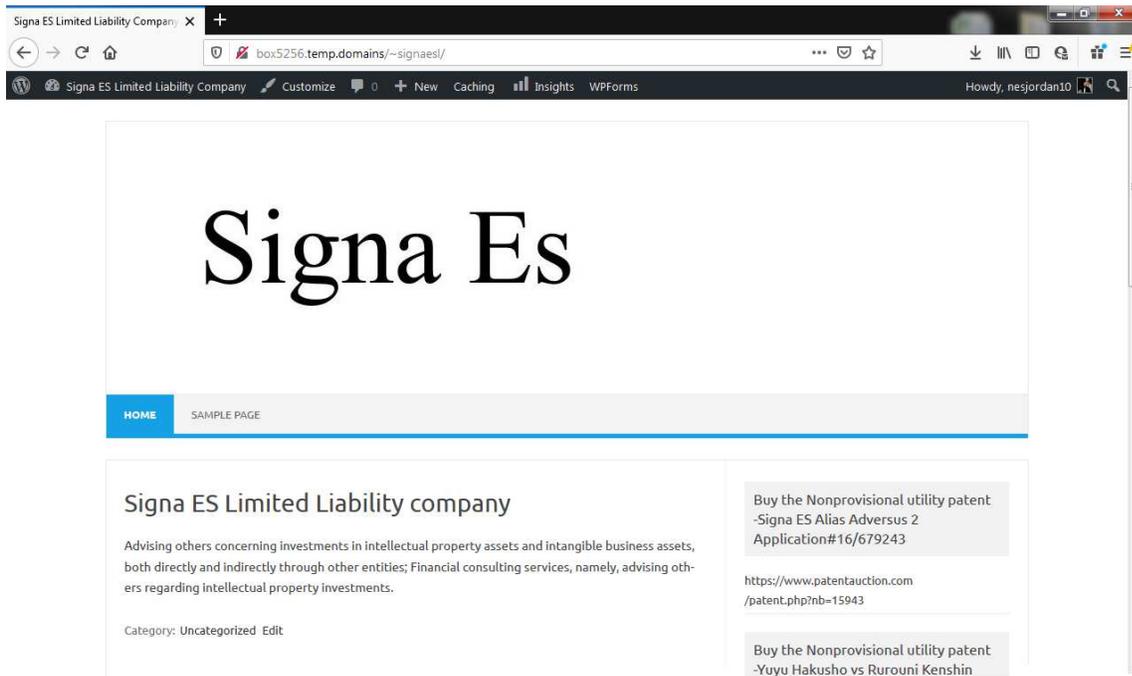
We use cookies to analyze site usage, provide social media features and assist in our marketing efforts. By continuing to browse or clicking "OK", you acknowledge that you have read and understand our [Privacy Policy](#), and our [Terms of Use](#).

Du Pont factor 9-The Variety of goods on which the mark is or is not used-Signa ES Alias Adversus 2-Nonprovisional utility patent-Application #16/679243 Trademark Product connection. The relationship between a trademark and the product it identifies is arbitrary. Signa ES is a proprietary word pointing distinctively to the product of one producer or architect. Arbitrary trademarks which are liable to mean different things at the pleasure of manufacturers do not constitute such language. (12 uspq 11 (Bd. App. 1931) Permissible use in patent applications-

The screenshot shows a web browser window with the following content:

- Browser tab: Buy the patent: Signa Es Alias
- Address bar: <https://www.patentauction.com/patent.php?nb=15943>
- Page Header: PatentAuction.com - Inventions for sale
- Navigation Menu: HOME, LIST YOUR PATENT, MY ACCOUNT, HELP, SUPPORT US, CONTACT US
- Section Header: Signa Es Alias Adversus 2 Nonprovisional Utility patent
- Category: (Category :- [SOFTWARES](#))
- Viewed: [Viewed 156 times]
- Description: Signa ES Alias Adversus 2 Nonprovisional utility patent application #16/679243 (Software Technology)
Group B—Patent Value \$10,000-\$30,000 Per Patent
Valid U.S. patents that do not have particularly broad claims, are not in a particularly large market and have no licensees and have not been litigated.
- Section: Financial information
- Text: I have 16 pages of business Contracts for the Willing buyer to sign-
 - (1) NDA/Nondisclosure agreement-(3 Pages)
 - (2) Assignment of Intellectual property rights-(1 Page)
 - (3) Assignment of Rights patent issued (2 pages)
 - (4) Intellectual property assignment Agreement-(4 Pages)
 - (5) Patent Retainer -(6 Pages)

“Website with Signa ES Mark as a substitute specimen”



(The variety of goods on which a mark is or is not used)-The variety of Signa ES LLC Goods and the established fact probative of the use. Investing-Financial services-Non-provisional utility patent-The diversification of the business services offered by Signa ES LLC adds to the value of the Signa ES Brand in the minds of the consuming public. The variety of services offered by my company should be enough to distinguish it from the opposing organization to overcome the likelihood of confusion argument. Signa Chemistry Company Reg #-4606517 registering the company Signa Chemistry inc for intellectual property consultation wasn't the right business decision, because the company doesn't provide the intellectual consultation services that the trademark attorney nor the opposing company is specifying. Signa Chemistry Inc doesn't provide the intellectual property consultation services that it is specifying by claiming 045 international class/U.S 100-

Quoting du Pont, 476 F.2d at 1361, 177 USPO at 567- In some cases, a determination that there is no likelihood of confusion may be appropriate, even where the marks are similar and the goods/services are related, because these factors are outweighed by other factors, such as differences in the relevant trade channels of the goods/services, the presence in the marketplace of a significant number of similar marks in use on similar goods/services, 567). The company Signa Chemistry Inc seems to be occupying too many international and US classes. Just because there is a similarity between the two marks respectively, does not stop the United States patent and trademark office from issuing out a certificate of registration to the challenging application. This specific occurrence has happened in the past with the trademark brand “**Worthy.**” In this specific example, the mark with the registration #6157264 **Worthy to win LLC** seems to have been issued out a certificate of registration on Sept 22, 2020 and the Mark with the registration #6174655 **wounded to worthy** was allowed to receive a certificate of registration on October 13 2020 as well. This specific occurrence seems to have happened, even though both are similar marks that contain the word” **Worthy**”. In this type of an example, the similarity between the two marks did not stop the United States patent and trademark office from allowing the challenging application to receive their certificate of registration. Since this seems to be the case in many instances, I should be able to receive my TMEP 1601.01(a) certificate of registration, even though there is a similarity between the two marks, since this has been allowed to happen many times in the past.

WOUNDED TO WORTHY WORTHY TO WIN

Becirovic Arnes

/Arnes Becirovic/

213-509-6897

