

**To:** JOSEPH T. NABOR([trademark@fitcheven.com](mailto:trademark@fitcheven.com))  
**Subject:** U.S. Trademark Application Serial No. 97041239 - BENCHMARK - - 1609-153506  
**Sent:** July 31, 2024 09:32:51 AM EDT  
**Sent As:** [tmng.notices@uspto.gov](mailto:tmng.notices@uspto.gov)

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**Attachments**

[7208824](#)  
[5884665](#)  
[4729009](#)  
[7206011](#)  
[5402298](#)  
[7368546](#)  
[3967360](#)  
[5615189](#)  
[4975216](#)  
[5842999](#)

**United States Patent and Trademark Office (USPTO)  
Office Action (Official Letter) About Applicant's Trademark Application**

**U.S. Application Serial No.** 97041239

**Mark:** BENCHMARK

**Correspondence Address:**

Joseph T. Nabor  
FITCH, EVEN, TABIN & FLANNERY, LLP  
120 S. LASALLE STREET  
SUITE 2100  
CHICAGO IL 60603  
United States

**Applicant:** Platt Luggage, Inc.

**Reference/Docket No.** 1609-153506

**Correspondence Email Address:** [trademark@fitcheven.com](mailto:trademark@fitcheven.com)

**REQUEST FOR RECONSIDERATION AFTER FINAL ACTION DENIED**

**Issue date:** July 31, 2024

**Applicant's request for reconsideration is denied.** *See* 37 C.F.R. §2.63(b)(3). The trademark examining attorney has carefully reviewed applicant's request and determined the request did not: (1)

raise a new issue, (2) resolve all the outstanding issue(s), (3) provide any new or compelling evidence with regard to the outstanding issue(s), or (4) present analysis and arguments that were persuasive or shed new light on the outstanding issue(s). TMEP §§715.03(a)(ii)(B), 715.04(a).

Applicant has amended its identification of goods, deleting all goods other than empty tool bags. However, the evidence already of record and discussed at length in the Office actions, as well as the additional third-party registrations attached hereto, have demonstrated the high relatedness between tool bags and other all-purpose bags and their travel in the same channels of trade. Thus, applicant's limitations to its own identification do not overcome the instant refusal.

Additionally, to the extent that applicant's arguments pertaining to the alleged primary focus of registrant's goods can be inferred as arguing that the owner of the cited registration has abandoned its trademark and/or service mark due to nonuse as to the Class 018 goods expressly identified in the registration, such arguments are unpersuasive. A trademark or service mark registration on the Principal Register is prima facie evidence of the validity of the registration and the registrant's exclusive right to use the mark in commerce in connection with the specified goods and/or services. *See* 15 U.S.C. §1057(b); TMEP §1207.01(d)(iv).

Thus, evidence and arguments that constitute a collateral attack on a cited registration, such as information or statements regarding a registrant's nonuse of its mark, are not relevant during ex parte prosecution. *See In re Dixie Rests.*, 105 F.3d 1405, 1408, 41 USPQ2d 1531, 1534-35 (Fed. Cir. 1997); *In re Peebles Inc.*, 23 USPQ2d 1795, 1797 n.5 (TTAB 1992); TMEP §1207.01(d)(iv). Such evidence and arguments may, however, be pertinent to a formal proceeding before the Trademark Trial and Appeal Board to cancel the cited registration.

Furthermore, applicant argues that the "OLD GRINGO" portion of the cited registered mark is registrant's house mark, separate from, the remaining wording "BENCHMARK". However, the addition of a house mark does not generally obviate a likelihood of confusion under Section 2(d). *See In re Bay St. Brewing Co.*, 117 USPQ2d 1958, 1965 (TTAB 2016) (citing *In re Mighty Leaf Tea*, 601 F.3d 1342, 1347-48, 94 USPQ2d 1257, 1260 (Fed. Cir. 2010); *Gen. Mills Inc. v. Fage Dairy Processing Indus. SA*, 100 USPQ2d 1584, 1602 (TTAB 2011); *In re Fiesta Palms LLC*, 85 USPQ2d 1360, 1366-67 (TTAB 2007)); *In re Apparel Ventures, Inc.* 229 USPQ 225, 226 (TTAB 1986); *In re Christian Dior, S.A.*, 225 USPQ 533, 534 (TTAB 1985); TMEP §1207.01(b)(iii). It is likely that goods and/or services sold under these marks would be attributed to the same source. *See In re Chica, Inc.*, 84 USPQ2d 1845, 1848-49 (TTAB 2007). Thus, applicant's arguments are unpersuasive.

Accordingly, the following requirement(s) and/or refusal(s) made final in the Office action dated April 17, 2024 are **maintained and continued**:

- SECTION 2(d) REFUSAL - LIKELIHOOD OF CONFUSION

*See* TMEP §§715.03(a)(ii)(B), 715.04(a).

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

**If applicant has not filed an appeal** and time remains in the response period for the final Office action, applicant has the remainder of that time to (1) [file another request for reconsideration](#) that

complies with and/or overcomes 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).

/David Hutchison/  
David Hutchison  
Examining Attorney  
LO123--LAW OFFICE 123  
(571) 272-6571  
David.Hutchison@uspto.gov

7208824



<b>Word Mark</b>	WORLDDEEP
<b>Goods/Services</b>	IC 018 US 001 003 002 041 022 Beachbags; Keycases; Suitcases; All-purpose carrying bags for use by campers; Backpacks, book bags, sports bags, bum bags, wallets and handbags; Bags, envelopes, and pouches of leather for packaging; Crossbody bags; Duffel bags; Gym bags; Hunting bags; Imitation leather bags; Roll bags; Ruck sacks; Shoulder bags; Tool bags, empty; Trunks being luggage and suitcases; Wheeled bags.
<b>Register</b>	PRINCIPAL
<b>Serial Number</b>	97314300
<b>Filing Date</b>	2022-03-16T00:00:00
<b>Original Filing Basis</b>	1b
<b>Current Filing Basis</b>	1a
<b>Publication Date</b>	2023-02-07
<b>Registration Number</b>	7208824
<b>Date Registered</b>	2023-10-31
<b>Owner</b>	(REGISTRANT) WORLDDEEP INC (CORPORATION; CALIFORNIA, USA); 19 Spanish MOSS, Irvine, CALIFORNIA 92602, UNITED STATES
<b>Type of Mark</b>	TRADEMARK
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Code</b>	130111, 270305
<b>Description of Mark</b>	<ul style="list-style-type: none"><li>• Color is not claimed as a feature of the mark.</li><li>• The mark consists of the stylized wording as "WORLDDEEP", with a lightning bolt appearing in the middle of "W".</li></ul>
<b>Live Dead Indicator</b>	LIVE
<b>Status</b>	REGISTERED

**Attorney of Record**

xionghui murong

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# VOLANTTE

## Word Mark

VOLANTTE

IC 018 US 001 003 002 041 022

Baby backpacks; Baby carrying bags; Backpack straps; Backpacks; Backpacks for pets; Backpacks with rolling wheels; Backpacks, book bags, sports bags, bum bags, wallets and handbags; Bags of leather for packaging; Bags and holdalls for sports clothing; Bags for carrying babies' accessories; Bags for carrying pets; Bags for climbers in the nature of all-purpose carrying bags; Bags for sports; Bags for umbrellas; Evening handbags; Fashion handbags; Fitted protective covers for handbags, **briefcases**, valises, suitcases, and briefcase-like portfolios; Gentlemen's handbags; Handbag frames; Handbags; Handbags for ladies; Handbags for men; Handbags, purses and wallets; Interchangeable decorative covers for accessorization purposes that are specially adapted to handbags; Leather handbags; Luggage; Pouches and bags sold empty for attachment to backpacks; Protective fitted liners for backpacks and luggage; Purses; Sack packs, namely, drawstring bags used as backpacks; Schoolchildren's backpacks; Shaving bags sold empty; Slouch handbags; Small backpacks; Straps for handbags; Tote bags; Travel bags; Travel cases; Travelling cases of leather; Wallets; All purpose sport bags; All-purpose athletic bags; All-purpose carrying bags; All-purpose reusable carrying bags; Amenity bags sold empty; Animal carriers; Athletic bags; Beach bags; Belt bags; Belt bags and hip bags; Book bags; Canvas shopping bags; Carry-all bags; Carry-on bags; Charm bags (omamori-ire); Clutch bags; Cosmetic bags sold empty; Courier bags; Diaper bags; Drawstring bags; Dry bags; Duffel bags; Evening bags; Flight bags; Garment bags for travel; Garment bags for travel made of leather; Grip bags; Gym bags; Hiking bags; Hip bags; Leather bags; Leather bags and wallets; Leather bags for merchandise packaging; Leather bags, suitcases and wallets; Leather and imitation leather bags; Leather and imitation leather sport bags and general purpose trolley bags; Leather shopping bags; Make-up bags sold empty; Men's clutch bags; Messenger bags; Military duffel bags, garment bags for travel, tote bags, shoulder bags and backpacks; Overnight bags; Pommel bags; Reusable shopping bags; Roll bags; School bags; School book bags; Shoulder bags; Sling bags; Sling bags for carrying infants; Small bags for men; Souvenir bags; Sport bags; Sports bags; Suit bags; Textile shopping bags; Toiletry bags sold empty; Tool bags sold empty; Tool bags, empty; Travel bag organizer inserts specially adapted to

## Goods/Services

travel bags; Traveling bags; Travelling bags; Travelling bags; Waist bags; Wash bags sold empty for carrying toiletries; Weekend bags; Wheeled bags; Wheeled duffle bags; Wheeled messenger bags; Wheeled shopping bags; Wheeled tote bags; Wrist mounted carryall bags; Wristlet bags.

<b>Register</b>	PRINCIPAL
<b>Serial Number</b>	88377741
<b>Filing Date</b>	2019-04-09T00:00:00
<b>Original Filing Basis</b>	1a
<b>Current Filing Basis</b>	1a
<b>Publication Date</b>	2019-07-30
<b>Registration Number</b>	5884665
<b>Date Registered</b>	2019-10-15
<b>Owner</b>	(REGISTRANT) PALETTE INTERNATIONAL, INC. (CORPORATION; DELAWARE, USA); 3277 S. WHITE ROAD, SUITE 339, SAN JOSE, CALIFORNIA 95148, UNITED STATES
<b>Type of Mark</b>	TRADEMARK
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Translation</b>	The wording "VOLANTTE" has no meaning in a foreign language.
<b>Live Dead Indicator</b>	LIVE
<b>Status</b>	REGISTERED
<b>Attorney of Record</b>	Francis John Ciaramella, Esquire

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4729009

# OLD GRINGO BENCHMARK

<b>Word Mark</b>	OLD GRINGO BENCHMARK
<b>Goods/Services</b>	IC 018 US 001 002 003 022 041 All-purpose carrying bags, namely, leather bags, book bags, duffel bags, messenger bags, shoulder bags and overnight bags, wallets, purses, <b>pocketbooks, briefcases, attache cases</b> , handbags, and suitcases. IC 025 US 022 039 Boots, shoes, sandals, mules, ankle boots, and tennis shoes; clothing, namely, coats, jackets, and belts.
<b>Register</b>	PRINCIPAL
<b>Serial Number</b>	86237231
<b>Filing Date</b>	2014-03-31T00:00:00
<b>Original Filing Basis</b>	1b
<b>Current Filing Basis</b>	1a
<b>Publication Date</b>	2014-08-12
<b>Registration Number</b>	4729009
<b>Date Registered</b>	2015-04-28
<b>Owner</b>	<ul style="list-style-type: none"><li>• (REGISTRANT) OLD GRINGO, LP (LIMITED PARTNERSHIP; NEVADA, USA); 4471 DEAN MARTIN DRIVE #3901, LAS VEGAS, NEVADA 89103, UNITED STATES</li><li>• (LAST LISTED OWNER) OLD GRINGO BOOTS LP (LIMITED PARTNERSHIP; TEXAS, USA); PO BOX 64699, FORT WORTH, TEXAS 761649797, UNITED STATES</li></ul>
<b>Type of Mark</b>	TRADEMARK

<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Live Dead Indicator</b>	LIVE
<b>Status</b>	SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED
<b>Attorney of Record</b>	Danna J. Cotman

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7206011

***forstina***

<b>Word Mark</b>	FORSTINA
<b>Goods/Services</b>	IC 018 US 001 003 002 041 022 Schoolbags; All-purpose carrying bags; All purpose sports bags; Backpacks, book bags, sports bags, bum bags, wallets and handbags; <b>Briefcases</b> for documents; Cosmetic bags sold empty; Crossbody bags; Diaper bags; Felt pouches; General purpose sport trolley bags; Gym bags; Handbags, purses and wallets; Hiking bags; Leather bags; Luggage tags; Reusable shopping bags; Tool bags, empty; Tote bags; Travel bags; Weekend bags.
<b>Register</b>	PRINCIPAL
<b>Serial Number</b>	97591870
<b>Filing Date</b>	2022-09-14T00:00:00
<b>Original Filing Basis</b>	1a
<b>Current Filing Basis</b>	1a
<b>Publication Date</b>	2023-08-15
<b>Registration Number</b>	7206011
<b>Date Registered</b>	2023-10-31
<b>Owner</b>	(REGISTRANT) MEER INC (CORPORATION; COLORADO, USA); 2999 LAWRENCE ST, DENVER, COLORADO 80205, UNITED STATES
<b>Type of Mark</b>	TRADEMARK
<b>Mark Drawing Code</b>	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
<b>Description of Mark</b>	Color is not claimed as a feature of the mark.
<b>Translation</b>	The wording forstina has no meaning in a foreign language.
<b>Live Dead Indicator</b>	LIVE

**Status** REGISTERED

**Attorney of Record** Jianyin Liu

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5402298

# HAPPINESS IS CALLING

<b>Word Mark</b>	HAPPINESS IS CALLING
<b>Goods/Services</b>	IC 018 US 001 002 003 022 041 All-purpose athletic bags; all-purpose sports bags; athletic bags; <b>attache cases</b> ; baby backpacks; backpacks; beach bags; beach umbrellas; belt pouches for general use; billfolds; book bags; <b>briefcases</b> ; briefcase-type portfolios; business cases; business card cases in the nature of wallets; calling and credit card cases; camping bags, namely, all-purpose carrying bags; canes; carry-on bags; change purses; coin purses; cosmetic cases sold empty; diaper bags; duffel bags; fanny packs; garment bags for travel; gym bags; handbags; key cases; knapsacks; leather key chains; luggage; luggage tags; men's clutches; multi-use sports bags; parasols; purses; saddle bags; satchels; school bags; textile shopping bags; shoulder bags; sports bags; suitcases; toiletry bags sold empty; tool bags sold empty; tote bags; travel bags; trunks; umbrellas; waist packs; and wallets.
<b>Register</b>	PRINCIPAL
<b>Serial Number</b>	87013236
<b>Filing Date</b>	2016-04-25T00:00:00
<b>Original Filing Basis</b>	1b
<b>Current Filing Basis</b>	1a
<b>Publication Date</b>	2016-10-18
<b>Registration Number</b>	5402298
<b>Date Registered</b>	2018-02-13
<b>Owner</b>	(REGISTRANT) San Diego Convention and Tourist Bureau (non-profit corporation; CALIFORNIA, USA); Suite 1500, 750 B Street, San Diego, CALIFORNIA 92101, UNITED STATES
<b>Type of Mark</b>	TRADEMARK
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK

<b>Live Dead Indicator</b>	LIVE
<b>Status</b>	REGISTERED
<b>Attorney of Record</b>	Edmund J. Ferdinand, III

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7368546

# OBERBERG

<b>Word Mark</b>	OBERBERG
	IC 009 US 021 023 026 036 038 Bags and cases specially adapted for holding or carrying telescopes and cameras.
<b>Goods/Services</b>	IC 018 US 001 002 003 022 041 Belt bags and hip bags; Backpacks, book bags, sports bags, bum bags, wallets and handbags; Weekend bags; Barrel bags; Travelling bags; Grip bags; Athletic bags; Sports bags; Courier bags; Hobo bags; Flight bags; Wheeled bags; Duffel bags; Traveling bags; Tote bags; Shoulder bags; Duffel bags; Roll bags; Waist bags; Sling bags; Messenger bags; Crossbody bags; Overnight bags; Carry-on bags; Carry-all bags; Tool bags, empty; Airline travel bags; All purpose sport bags; Duffel bags for travel; All-purpose athletic bags; Toiletry bags sold empty; Tool bags sold empty; All-purpose carrying bags; Duffel bags for travel.
<b>Register</b>	PRINCIPAL
<b>Serial Number</b>	97634870
<b>Filing Date</b>	2022-10-17T00:00:00
<b>Original Filing Basis</b>	1b
<b>Current Filing Basis</b>	1a
<b>Publication Date</b>	2023-11-14
<b>Registration Number</b>	7368546
<b>Date Registered</b>	2024-04-23
<b>Owner</b>	(REGISTRANT) FM Association LLC (LIMITED LIABILITY COMPANY; FLORIDA, USA); PO BOX 4975, Sevierville, TENNESSEE 37864, UNITED STATES
<b>Type of Mark</b>	TRADEMARK

<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Live Dead Indicator</b>	LIVE
<b>Status</b>	REGISTERED
<b>Attorney of Record</b>	Justin L Brown

**Print:** July 18, 2024 10:43 AM

3967360

# KIKKERLAND

<b>Word Mark</b>	KIKKERLAND
<b>Goods/Services</b>	IC 018 US 001 003 002 041 022 <b>Briefcases</b> , tote bags, bags, namely, all purpose carrying bags, all purpose sport bags, shoulder bags, cosmetic bags sold empty, attaché cases, wallets, purses, wheeled bags, tool bags sold empty, school bags, key cases, business card cases, credit card cases, trunks, suitcases, traveling bags, rucksacks, backpacks, garment bags for travel, waist packs, duffel bags, clutch bags, umbrellas, parasols, walking sticks.
<b>Register</b>	PRINCIPAL
<b>Serial Number</b>	77945989
<b>Filing Date</b>	2010-02-26T00:00:00
<b>Original Filing Basis</b>	1b
<b>Current Filing Basis</b>	1a
<b>Publication Date</b>	2010-08-24
<b>Registration Number</b>	3967360
<b>Date Registered</b>	2011-05-24
<b>Owner</b>	(REGISTRANT) Kikkerland Design, Inc. (CORPORATION; NEW YORK, USA); 666 Broadway Ave. 4th Floor, New York, NEW YORK 10012, UNITED STATES
<b>Type of Mark</b>	TRADEMARK
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Live Dead Indicator</b>	LIVE
<b>Status</b>	REGISTERED AND RENEWED

**Attorney of Record**

Charles H Jew

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5615189

# Fat Felt

<b>Word Mark</b>	FAT FELT
<b>Goods/Services</b>	IC 018 US 001 002 003 022 041 All-purpose carrying bags; All-purpose reusable carrying bags; Amenity bags sold empty; Beach bags; Book bags; Canvas shopping bags; Carry-all bags; Carry-on bags; Clutch bags; Cosmetic bags sold empty; Courier bags; Crossbody bags; Diaper bags; Duffel bags; Duffel bags for travel; Duffle bags; Hobo bags; Key bags; Kit bags; Leather bags and wallets; Make-up bags sold empty; Messenger bags; Overnight bags; Reusable textile produce bags to carry produce from grocery stores and farmer's markets; School bags; School book bags; Shoulder bags; Sling bags; Small bags for men; Toiletry bags sold empty; Tool bags, empty; Tote bags; Travel bags; Traveling bags; Travelling bags; Waist bags; Wash bags sold empty for carrying toiletries; Weekend bags.
<b>Register</b>	PRINCIPAL
<b>Serial Number</b>	87847541
<b>Filing Date</b>	2018-03-23T00:00:00
<b>Original Filing Basis</b>	1a
<b>Current Filing Basis</b>	1a
<b>Publication Date</b>	2018-09-11
<b>Registration Number</b>	5615189
<b>Date Registered</b>	2018-11-27
<b>Owner</b>	(REGISTRANT) Fat Felt, LLC (LIMITED LIABILITY COMPANY; COLORADO, USA); 2223 N High Street, Denver, COLORADO 80205, UNITED STATES
<b>Type of Mark</b>	TRADEMARK
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK

<b>Disclaimer</b>	"FELT"
<b>Live Dead Indicator</b>	LIVE
<b>Status</b>	REGISTERED

**Print:** July 18, 2024 10:43 AM

4975216



<b>Word Mark</b>	GOL
<b>Goods/Services</b>	IC 018 US 001 002 003 022 041 Suitcases; <b>briefcases</b> ; wheeled bags; tool bags sold empty; backpacks and rucksacks; handbags; travelling bags; wheeled suitcases; wheeled <b>briefcases</b> ; all-purpose carrying bags; wheeled all purpose carrying bags; wheeled tool bags sold empty; travelling trunks; wheeled travelling trunks; carrying cases; wheeled carrying cases; general purpose trolley bags; barrel bags; belt bags; bum bags; duffel bags; Gladstone bags; hip bags; kit bags; saddle bags; waist bags; carry-all bags; carry-on bags; [ small bags for men; ] wheeled messenger bags; wheeled duffel bags; sling bags.
<b>Register</b>	PRINCIPAL
<b>Serial Number</b>	79142220
<b>Filing Date</b>	2013-06-06T00:00:00
<b>Priority Date</b>	2013-02-21
<b>Original Filing Basis</b>	66a
<b>Current Filing Basis</b>	66a
<b>Publication Date</b>	2016-03-29
<b>Registration Number</b>	4975216
<b>Date Registered</b>	2016-06-14
<b>Owner</b>	(REGISTRANT) G.T. LINE - S.R.L. (LIMITED LIABILITY COMPANY; ITALY); Via del Lavoro 9,, Valsamoggia, ITALY
<b>Type of Mark</b>	TRADEMARK
<b>Mark Drawing Code</b>	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
<b>Design Code</b>	021115, 141108, 270104

<b>Description of Mark</b>	<ul style="list-style-type: none"><li>• Color is not claimed as a feature of the mark.</li><li>• The mark consists of a stamp depicting the wording "gol" in fancy characters and having an outline, inside the upper portion of the letter "g" there is a shape composed substantially of a triangular band cut off at the top by a semicircular shape recalling the profile of a keyhole, beside the letter "l" there is an illustration composed of a series of curved lines resembling a fingerprint.</li></ul>
<b>Translation</b>	The English translation of the foreign word(s) in the mark is "Gol" means "GOAL".
<b>Live Dead Indicator</b>	LIVE
<b>Status</b>	SECTION 71 & 15-ACCEPTED AND ACKNOWLEDGED
<b>Attorney of Record</b>	Alison M. Caless

**Print:** July 18, 2024 10:43 AM

5842999

# JOTO

<b>Word Mark</b>	JOTO
<b>Goods/Services</b>	IC 018 US 001 003 002 041 022 All-purpose carrying bags for use by children, campers; Athletic bags; Backpacks; Backpacks, book bags, sports bags, bum bags, wallets and handbags; Baggage tags; <b>Briefcases</b> and <b>attache cases</b> ; Business cases; Clothing for pets; Collars of animals; Cosmetic bags sold empty; Credit card cases; Dry bags; Fitted belts for luggage; Gym bags; Handbags; Leather bags; Messenger bags; Pet clothing, namely, shirts, skirts, scarves; Purses and wallets; Sports bags; Tool bags, empty; Wallets.
<b>Register</b>	PRINCIPAL
<b>Serial Number</b>	88198593
<b>Filing Date</b>	2018-11-19T00:00:00
<b>Original Filing Basis</b>	1a
<b>Current Filing Basis</b>	1a
<b>Publication Date</b>	2019-06-11
<b>Registration Number</b>	5842999
<b>Date Registered</b>	2019-08-27
<b>Owner</b>	(REGISTRANT) Max Tech LLC (LIMITED LIABILITY COMPANY; DELAWARE, USA); 32918 Tamina Rd, Magnolia, TEXAS 77354, UNITED STATES
<b>Type of Mark</b>	TRADEMARK
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Translation</b>	The wording "JOTO" has no meaning in a foreign language.
<b>Live Dead Indicator</b>	LIVE

**Status**

REGISTERED

**Print:** July 18, 2024 10:43 AM

## United States Patent and Trademark Office (USPTO)

### USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued  
on July 31, 2024 for  
**U.S. Trademark Application Serial No. 97041239**

A USPTO examining attorney has reviewed your trademark application and issued an Office action. You must respond to this Office action to avoid your application abandoning. Follow the steps below.

- (1) **[Read the Office action](#)**. This email is NOT the Office action.
- (2) **Respond to the Office action by the deadline** using the Trademark Electronic Application System (TEAS) or the Electronic System for Trademark Trials and Appeals (ESTTA), as appropriate. Your response and/or appeal must be received by the USPTO on or before 11:59 p.m. **Eastern Time** of the last day of the response deadline. Otherwise, your application will be **[abandoned](#)**. See the Office action itself regarding how to respond.
- (3) **Direct general questions** about using USPTO electronic forms, the USPTO [website](#), the application process, the status of your application, and whether there are outstanding deadlines to the [Trademark Assistance Center \(TAC\)](#).

After reading the Office action, address any question(s) regarding the specific content to the USPTO examining attorney identified in the Office action.

### GENERAL GUIDANCE

- **[Check the status](#) of your application periodically** in the [Trademark Status & Document Retrieval \(TSDR\)](#) database to avoid missing critical deadlines.
- **[Update your correspondence email address](#)** to ensure you receive important USPTO notices about your application.
- **[Beware of trademark-related scams](#)**. Protect yourself from people and companies that may try to take financial advantage of you. Private companies may call you and pretend to be the USPTO or may send you communications that resemble official USPTO documents to trick you. We will never request your credit card number or social security number over the phone. Verify the correspondence originated from us by using your serial number in our database, [TSDR](#), to confirm that it appears under the “Documents” tab, or contact the [Trademark Assistance Center](#).

- **[Hiring a U.S.-licensed attorney.](#)** If you do not have an attorney and are not required to have one under the trademark rules, we encourage you to hire a U.S.-licensed attorney specializing in trademark law to help guide you through the registration process. The USPTO examining attorney is not your attorney and cannot give you legal advice, but rather works for and represents the USPTO in trademark matters.