

Statistics for Case 97119347						
#	Search	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/Search Duration
1	97119347[sn]	1	0	1	1	0:00
2	*{"ckq"}r{"iye"}at{"iy"}v*[bi,ti] not dead[ld]	3521	0	0	0	0:01
3	*grav{v}{ "t"1:2 } {"iye"}*[bi,ti] not dead[ld]	665	0	0	0	0:01
4	2 and 3	2	0	2	2	0:00
5	3 and "035"[cc]	280	0	144	144	0:01
6	5 and (a b "200" "035")[ic]	71	0	71	71	0:00
7	5 not 6	209	0	73	73	0:00
8	"creative"[ds] and "035"[ic] not dead[ld] and 1 a[cb] and registrant[on]	275	0	0	0	0:01
9	"creative"[ds] and "035"[ic] not dead[ld] and 1 a[cb] and registrant[on] and ("marketing" "brand" "branding" "market" "development")[gs]	224	0	15	15	0:01
10	2454166[rn]	1	0	1	1	0:00
11	("business consultation serviecs in the field of brand")[gs]	0	0	0	0	0:00
12	("business consultation services in the field of brand")[gs]	40	0	2	2	0:02
13	("business consultation services in the field of brand" "marketing")[gs] and ("project management" "accounting" "business development")[gs] and "035"[ic] not dead[ld] and 1a[cb]	5868	0	2	2	0:02
14	("business consultation" and "brand" and "marketing")[gs] and ("project management" "accounting" "business development")[gs] and "035"[ic] not dead[ld] and 1a[cb]	388	0	27	27	0:01
15	("business consultation" and "brand" and "marketing")[gs] and ("project management" "accounting" "business development")[gs] and "035"[ic] not dead[ld] and 1a[cb] and registrant[on]	305	0	26	26	0:00
16	("business consultation" and "brand" and "marketing")[gs] and ("project management" and "accounting" and "business development")[gs] and "035"[ic] not dead[ld] and 1a[cb] and registrant[on]	60	0	16	16	0:00

Session started 08/23/2022 3:03 pm

Session ended 08/23/2022 4:43 pm

Total search duration 10.00

Session duration 1 hours 40 minutes 30 seconds

Adjacency Level 1

Near Level 1

To: Leland J. Mack Jr., Esq.(leland@mackesq.com)
Subject: U.S. Trademark Application Serial No. 97119347 - CREATIVE GRAVITY
Sent: August 23, 2022 04:38:36 PM EDT
Sent As: tmng.notices@uspto.gov

Attachments

[2454166](#)
[5944417](#)
[6467615](#)
[6176840](#)
[5132424](#)
[6557264](#)
[6513275](#)
[6490696](#)
[6023033](#)
[6711890](#)
[6595051](#)
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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. 97119347

Mark: CREATIVE GRAVITY

Correspondence Address:

LELAND J. MACK JR., ESQ.
MACK LAW PLLC
305 BROADWAY, 7TH FLOOR
NEW YORK NY 10007 UNITED STATES

Applicant: Creative Gravity Consulting, LLC

Reference/Docket No. N/A

Correspondence Email Address: leland@mackesq.com

NONFINAL OFFICE ACTION

The USPTO must receive applicant's response to this letter within six months of the issue date below or the application will be abandoned. Respond using the Trademark Electronic Application System (TEAS). A link to the appropriate TEAS response form appears at the end of this Office action.

Issue date: August 23, 2022

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SUMMARY OF ISSUES:

- Likelihood of Confusion Refusal
- Requirement to Comply with Domicile Requirements
- Disclaimer Requirement

Likelihood of Confusion Refusal

Registration of the applied-for mark is refused because of a likelihood of confusion with the mark in U.S. Registration No. 2454166. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §1207.01 *et seq.* See the attached registration.

Applicant's mark is CREATIVE GRAVITY for: International Class 035 - Development of marketing strategies, concepts and tactics, namely, audience development, brand awareness, online community building and digital word of mouth communications; Social media strategy and marketing consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions; Providing marketing consulting in the field of social media; Providing online business management services including accounting, marketing, business project management, and business development.

The registered mark is GRAVITY BRANDING (with BRANDING disclaimed) for: International Class 035 - Business consultation services in the field of brand and marketing strategy.

Trademark Act Section 2(d) bars registration of an applied-for mark that is so similar to a registered mark that it is likely consumers would be confused, mistaken, or deceived as to the commercial source of the services of the parties. *See* 15 U.S.C. §1052(d). Likelihood of confusion is determined on a case-by-case basis by applying the factors set forth in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973) (called the “*du Pont* factors”). *In re i.am.symbolic, llc*, 866 F.3d 1315, 1322, 123 USPQ2d 1744, 1747 (Fed. Cir. 2017). Any evidence of record related to those factors need be considered; however, “not all of the *DuPont* factors are relevant or of similar weight in every case.” *In re Guild Mortg. Co.*, 912 F.3d 1376, 1379, 129 USPQ2d 1160, 1162 (Fed. Cir. 2019) (quoting *In re Dixie Rests., Inc.*, 105 F.3d 1405, 1406, 41 USPQ2d 1531, 1533 (Fed. Cir. 1997)).

Although not all *du Pont* factors may be relevant, there are generally two key considerations in any likelihood of confusion analysis: (1) the similarities between the compared marks and (2) the relatedness of the compared services. *See In re i.am.symbolic, llc*, 866 F.3d at 1322, 123 USPQ2d at

1747 (quoting *Herbko Int'l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 USPQ2d 1375, 1380 (Fed. Cir. 2002)); *Federated Foods, Inc. v. Fort Howard Paper Co.*, 544 F.2d 1098, 1103, 192 USPQ 24, 29 (C.C.P.A. 1976) (“The fundamental inquiry mandated by [Section] 2(d) goes to the cumulative effect of differences in the essential characteristics of the [services] and differences in the marks.”); TMEP §1207.01.

Comparison of the Marks

Marks are compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 USPQ2d 1157, 1160 (Fed. Cir. 2014) (quoting *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F.3d 1369, 1371, 73 USPQ2d 1689, 1691 (Fed. Cir. 2005)); TMEP §1207.01(b)-(b)(v). “Similarity in any one of these elements may be sufficient to find the marks confusingly similar.” *In re Inn at St. John’s, LLC*, 126 USPQ2d 1742, 1746 (TTAB 2018) (citing *In re Davia*, 110 USPQ2d 1810, 1812 (TTAB 2014)), *aff’d per curiam*, 777 F. App’x 516, 2019 BL 343921 (Fed. Cir. 2019); TMEP §1207.01(b).

In this case, the marks are similar because both marks feature the identical common term GRAVITY. Marks may be confusingly similar in appearance where similar terms or phrases or similar parts of terms or phrases appear in the compared marks and create a similar overall commercial impression. *See Crocker Nat’l Bank v. Canadian Imperial Bank of Commerce*, 228 USPQ 689, 690-91 (TTAB 1986), *aff’d sub nom. Canadian Imperial Bank of Commerce v. Wells Fargo Bank, Nat’l Ass’n*, 811 F.2d 1490, 1495, 1 USPQ2d 1813, 1817 (Fed. Cir. 1987) (holding COMMCASH and COMMUNICASH confusingly similar); *In re Corning Glass Works*, 229 USPQ 65, 66 (TTAB 1985) (holding CONFIRM and CONFIRMCELLS confusingly similar); *In re Pellerin Milnor Corp.*, 221 USPQ 558, 560 (TTAB 1983) (holding MILTRON and MILLTRONICS confusingly similar); TMEP §1207.01(b)(ii)-(iii).

GRAVITY is the dominant term in each mark. In the applicant's mark, the descriptive word CREATIVE modifies GRAVITY. Although marks are compared in their entireties, one feature of a mark may be more significant or dominant in creating a commercial impression. *See In re Detroit Athletic Co.*, 903 F.3d 1297, 1305, 128 USPQ2d 1047, 1050 (Fed. Cir. 2018) (citing *In re Dixie Rests.*, 105 F.3d 1405, 1407, 41 USPQ2d 1531, 1533-34 (Fed. Cir. 1997)); TMEP §1207.01(b)(viii), (c)(ii). Greater weight is often given to this dominant feature when determining whether marks are confusingly similar. *See In re Detroit Athletic Co.*, 903 F.3d at 1305, 128 USPQ2d at 1050 (citing *In re Dixie Rests.*, 105 F.3d at 1407, 41 USPQ2d at 1533-34).

Comparison of the Services

The services are compared to determine whether they are similar, commercially related, or travel in the same trade channels. *See Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369-71, 101 USPQ2d 1713, 1722-23 (Fed. Cir. 2012); *Herbko Int’l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1165, 64 USPQ2d 1375, 1381 (Fed. Cir. 2002); TMEP §§1207.01, 1207.01(a)(vi).

In this case, the services are related because both feature consultation to businesses about brand and marketing strategies. The registrant's listed services are broad enough to encompass the applicant's services that focus on social media strategies. Determining likelihood of confusion is based on the description of the goods and/or services stated in the application and registration at issue, not on extrinsic evidence of actual use. *See In re Detroit Athletic Co.*, 903 F.3d 1297, 1307, 128 USPQ2d

1047, 1052 (Fed. Cir. 2018) (citing *In re i.am.symbolic, llc*, 866 F.3d 1315, 1325, 123 USPQ2d 1744, 1749 (Fed. Cir. 2017)).

In this case, the registration(s) use(s) broad wording to describe business consultation in the field of brand and marketing strategy, which presumably encompasses all goods and/or services of the type described, including applicant's more narrow consultation and marketing strategy development that focuses on social media. *See, e.g., In re Solid State Design Inc.*, 125 USPQ2d 1409, 1412-15 (TTAB 2018); *Sw. Mgmt., Inc. v. Ocinomled, Ltd.*, 115 USPQ2d 1007, 1025 (TTAB 2015). Thus, applicant's and registrant's services are legally identical. *See, e.g., In re i.am.symbolic, llc*, 127 USPQ2d 1627, 1629 (TTAB 2018) (citing *Tuxedo Monopoly, Inc. v. Gen. Mills Fun Grp., Inc.*, 648 F.2d 1335, 1336, 209 USPQ 986, 988 (C.C.P.A. 1981); *Inter IKEA Sys. B.V. v. Akea, LLC*, 110 USPQ2d 1734, 1745 (TTAB 2014); *Baseball Am. Inc. v. Powerplay Sports Ltd.*, 71 USPQ2d 1844, 1847 n.9 (TTAB 2004)).

Additionally, the goods and/or services of the parties have no restrictions as to nature, type, channels of trade, or classes of purchasers and are "presumed to travel in the same channels of trade to the same class of purchasers." *In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012) (quoting *Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1268, 62 USPQ2d 1001, 1005 (Fed. Cir. 2002)). Thus, applicant's and registrant's goods and/or services are related.

Further, the applicant's business management services including accounting, marketing, business project management, and business development services are closely related to the registrant's business consulting in the field of brand and marketing strategy because they are the types of services provided from the same sources in the marketplace. The trademark examining attorney has attached evidence from the USPTO's X-Search database consisting of a number of third-party marks registered for use in connection with the same or similar goods and/or services as those of both applicant and registrant in this case. This evidence shows that the goods and/or services listed therein, namely business consultation, branding marketing, as well as business development, accounting and project management consultation, are of a kind that may emanate from a single source under a single mark. *See In re I-Coat Co.*, 126 USPQ2d 1730, 1737 (TTAB 2018) (citing *In re Infinity Broad. Corp.*, 60 USPQ2d 1214, 1217-18 (TTAB 2001); *In re Albert Trostel & Sons Co.*, 29 USPQ2d 1783, 1785-86 (TTAB 1993); *In re Mucky Duck Mustard Co.*, 6 USPQ2d 1467, 1470 n.6 (TTAB 1988)); TMEP §1207.01(d)(iii).

Therefore, upon encountering these marks used for the listed services, consumers are likely to be confused and mistakenly believe the respective services emanate from a common source. Consequently, registration is refused under Section 2(d).

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration. However, if applicant responds to the refusal(s), applicant must also respond to the requirement(s) set forth below.

Requirement to Comply with Domicile Requirements

Applicant must clarify its domicile street address because the domicile address of record is for a third-party commercial mail receiving agency and does not appear to be applicant's permanent legal place of residence or principal place of business. *See* 37 C.F.R. §§2.11(b), 2.189; TMEP §601.01(b)(1). A domicile address must identify either (1) the permanent legal place of residence, which is the place an individual applicant resides and intends to be the applicant's principal home; or (2) the principal

place of business, which is the juristic applicant's headquarters where its senior executives or officers ordinarily direct and control the entity's activities. *See* 37 C.F.R. §2.2(o)-(p); TMEP §803.05(a).

Applications must include an applicant's domicile address because such domicile determines whether an applicant is required to have a U.S.-licensed attorney represent it before the USPTO. *See* 37 C.F.R. §§2.11(a), 2.32(a)(2); TMEP §§601, 803.05. An applicant whose domicile is located outside of the United States or its territories must be represented at the USPTO by an attorney who is an active member in good standing of the bar of the highest court of a U.S. state or territory. 37 C.F.R. §2.11(a); TMEP §601.01(a).

In this case, the application lists applicant as a juristic entity and specifies applicant's domicile address as follows: 34 Shining Willow Way #204, La Plata, MD. This address has been identified as a commercial mail receiving agency by the U.S. Postal Service Coding Accuracy Support System (CASS) and thus does not appear to be applicant's headquarters where its senior executives or officers ordinarily direct and control the entity's activities. *See* 37 C.F.R. §2.2(o)-(p); TMEP §601.01(b)(1). A commercial mail receiving agency is a private business that accepts mail from the U.S. Postal Service on behalf of third parties.

Response options. Applicant must provide its domicile street address. *See* 37 C.F.R. §§2.32(a)(2), 2.189; TMEP §803.05. Alternatively, applicant may provide (1) documentation showing that the listed U.S. domicile address is, in fact, applicant's domicile, or (2) a detailed explanation supporting that applicant has no fixed physical address. *See* 37 C.F.R. §2.11(b); TMEP §§601.01(b)-(b)(1), 803.05.

If applicant amends the application to list a domicile street address located outside of the United States or its territories, applicant must appoint a U.S.-licensed attorney qualified under 37 C.F.R. §11.14 as its representative before the application may proceed to registration. *See* 37 C.F.R. §2.11(a); TMEP §601.01(a). *See* [Hiring a U.S.-licensed trademark attorney](#) for more information. However, if applicant establishes its domicile street address is located within the United States or its territories, applicant is not required to appoint a qualified U.S.-licensed attorney. *See* TMEP §601.01(b).

To provide applicant's domicile street address. After opening the correct Trademark Electronic Application System (TEAS) response form and entering the serial number, (1) answer "yes" to question 5 and click "Continue;" (2) on the "Owner Information" page, in the "Domicile Address" field, uncheck the box stating the domicile and mailing address are not the same; and (3) below the checkbox provide applicant's domicile street address. Applicant's domicile street address will be hidden from public view if it is entered into the "Domicile Address" field. However, any street address listed in the "Mailing Address" field will be publicly viewable.

To provide documentation to support a U.S. domicile address. Applicant should provide the most recent documentation showing that the address is the applicant's business headquarters, for example one of the following: (1) the most recent final annual or quarterly report or other similar report; or (2) a current, valid signed rental, lease, or mortgage agreement for office space. TMEP §601.01(b)-(b)(1); *see* 37 C.F.R. §2.11(b). Submitted documentation must show the name, listed domicile address, and the date of the document but should redact other personal and financial information.

To provide this documentation, open the correct TEAS response form and enter the serial number, answer "yes" to question 3, and on the "Additional Statement(s)" page, below the "Miscellaneous Statement" field, click the button below the text box to attach documentation to support the U.S. street address.

To provide a detailed explanation that applicant has no fixed physical address. If applicant has no physical headquarters where its senior executives or officers ordinarily direct and control the business (e.g., because the business is conducted virtually), applicant should state for the record that applicant has no fixed physical address and provide a detailed explanation of the circumstances.

To provide this explanation, open the correct TEAS response form and enter the serial number, answer “yes” to question 3, and on the “Additional Statement(s)” page, in the “Miscellaneous Statement” field, enter the referenced explanation in the text box.

To appoint a U.S.-licensed attorney in this application, applicant should submit a completed TEAS [Change Address or Representation](#) form. The newly-appointed attorney must submit a TEAS [Response to Examining Attorney Office Action](#) form indicating that an appointment of attorney has been made and address all other refusals or requirements in this action, if any. Alternatively, if applicant retains an attorney before filing the response, the attorney can respond to this Office action by using the appropriate TEAS response form and provide his or her attorney information in the form and sign it as applicant’s attorney. *See* 37 C.F.R. §2.17(b)(1)(ii); TMEP §604.01.

Disclaimer Requirement

Applicant must disclaim the wording “CREATIVE” because it is merely descriptive of an ingredient, quality, characteristic, function, feature, purpose, or use of applicant’s goods and/or services. *See* 15 U.S.C. §1052(e)(1); *DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d 1247, 1251, 103 USPQ2d 1753, 1755 (Fed. Cir. 2012); TMEP §§1213, 1213.03(a).

A “disclaimer” is a statement in the application record that an applicant does not claim exclusive rights to an unregistrable component of the mark. *See Schwarzkopf v. John H. Breck, Inc.*, 340 F.2d 978, 979-80, 144 USPQ 433, 433 (C.C.P.A. 1965); TMEP §1213. A disclaimer does not physically remove the disclaimed matter from the mark or otherwise affect the appearance of the mark. *See Schwarzkopf v. John H. Breck, Inc.*, 340 F.2d at 979, 144 USPQ2d at 433; TMEP §1213.

CREATIVE is defined as "characterized by originality and expressiveness; imaginative." See attached definitions. This is a common, descriptive term used by others in the marketing industry to describe the nature of creative work they perform for clients. The examining attorney has attached sample registrations from the Office's database of registered marks in which CREATIVE was disclaimed for related services, which shows descriptive use by others in this industry. Thus, the wording merely describes a feature of the applicant’s services.

Applicant may respond to this issue by submitting a disclaimer in the following format:

No claim is made to the exclusive right to use “CREATIVE” apart from the mark as shown.

For an overview of disclaimers and instructions on how to provide one using the Trademark Electronic Application System (TEAS), see the [Disclaimer webpage](#).

Legal assistance advisory. Because of the legal technicalities and strict deadlines of the trademark application process, applicant is encouraged to hire a private attorney who specializes in trademark

matters to assist in this process. The assigned trademark examining attorney can provide only limited assistance explaining the content of an Office action and the application process. USPTO staff cannot provide legal advice or statements about an applicant's legal rights. TMEP §§705.02, 709.06. See [Hiring a U.S.-licensed trademark attorney](#) for more information.

Response guidelines. For this application to proceed, applicant must explicitly address each refusal and/or requirement in this Office action. For a refusal, applicant may provide written arguments and evidence against the refusal, and may have other response options if specified above. For a requirement, applicant should set forth the changes or statements. Please see “[Responding to Office Actions](#)” and the informational [video “Response to Office Action”](#) for more information and tips on responding.

Please call or email the assigned trademark examining attorney with questions about this Office action. Although an examining attorney cannot provide legal advice, the examining attorney can provide additional explanation about the refusal(s) and/or requirement(s) in this Office action. *See* TMEP §§705.02, 709.06.

The USPTO does not accept emails as responses to Office actions; however, emails can be used for informal communications and are included in the application record. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.

How to respond. [Click to file a response to this nonfinal Office action.](#)

/Elissa Garber Kon/
Trademark Examining Attorney
Law Office 106
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elissagarber.kon@uspto.gov

RESPONSE GUIDANCE

- **Missing the response deadline to this letter will cause the application to [abandon](#).** The response must be received by the USPTO before midnight **Eastern Time** of the last day of the response period. TEAS maintenance or [unforeseen circumstances](#) could affect an applicant's ability to timely respond.
- **[Responses signed by an unauthorized party](#)** are not accepted and can **cause the application to [abandon](#)**. If applicant does not have an attorney, the response must be signed by the individual applicant, all joint applicants, or someone with [legal authority to bind a juristic applicant](#). If applicant has an attorney, the response must be signed by the attorney.
- If needed, **find [contact information for the supervisor](#)** of the office or unit listed in the signature block.

Print: Tue Aug 23 2022

75885246

(1) TYPED DRAWING

GRAVITY BRANDING

Mark Punctuated
GRAVITY BRANDING

Translation

Goods/Services

- IC 035. US 100 101 102.G & S: Business consultation services in the field of brand and marketing strategy. FIRST USE: 20000101. FIRST USE IN COMMERCE: 20000101

Mark Drawing Code
(1) TYPED DRAWING

Design Code

Serial Number
75885246

Filing Date
20000107

Current Filing Basis
1A

Original Filing Basis
1B

Publication for Opposition Date
20000912

Registration Number
2454166

Date Registered
20010522

Owner
(REGISTRANT) Saenz, Edward INDIVIDUAL UNITED STATES #127 22 Skylark Drive Larkspur
CALIFORNIA 94939

Priority Date

Disclaimer Statement
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BRANDING" APART FROM THE MARK
AS SHOWN

Description of Mark

Type of Mark
SERVICE MARK

Register

PRINCIPAL

Live Dead Indicator

LIVE

Attorney of Record

Angela C. Wilcox

(4) STANDARD CHARACTER MARK

Creative Factor

Mark Punctuated
CREATIVE FACTOR

Translation

Goods/Services

- IC 035. US 100 101 102.G & S: Business consulting services, namely, providing assistance in **development** of business strategies and creative ideation. FIRST USE: 20191000. FIRST USE IN COMMERCE: 20191000

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Design Code

Serial Number
87010148

Filing Date
20160422

Current Filing Basis
1A

Original Filing Basis
1B

Publication for Opposition Date
20160913

Registration Number
5944417

Date Registered
20191224

Owner
(REGISTRANT) Williams, Bartholomew R INDIVIDUAL UNITED STATES 2420 Skyline Drive West Bend WISCONSIN 53090

Priority Date

Disclaimer Statement
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "**CREATIVE**" APART FROM THE MARK AS SHOWN

Description of Mark

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Live Dead Indicator

LIVE

Attorney of Record

Steven Weigler

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS



Mark Punctuated

CREATIVE MEDIA ENTERPRISES

Translation

Goods/Services

- IC 035. US 100 101 102.G & S: Advertising, marketing and promotion services; Marketing consulting; Marketing research. FIRST USE: 20110523. FIRST USE IN COMMERCE: 20110523
- IC 042. US 100 101.G & S: Computer graphics design services; Computer services, namely, designing and implementing web sites for others; Consulting services in the field of architectural design; Graphic design services; Multidisciplinary graphic design services; Multidisciplinary visual design services; Providing graphic and multimedia design services for the purpose of promoting the goods and services of others; Visual design services in the nature of designing visual elements for on-line, broadcast, print, outdoor and other communication media. FIRST USE: 20110523. FIRST USE IN COMMERCE: 20110523

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Code

010702 011524 021107 260921 261709

Serial Number

90301030

Filing Date

20201105

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

20210615

Registration Number

6467615

Date Registered

20210831

Owner

(REGISTRANT) Creative Media Enterprises, LLC DBA Creative Media Enterprises LIMITED LIABILITY COMPANY NEW YORK 206A Dryden Road, #402 Ithaca NEW YORK 14850

Priority Date**Disclaimer Statement**

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CREATIVE MEDIA ENTERPRISES" APART FROM THE MARK AS SHOWN

Description of Mark

The mark consists of a shaded square with the words "CREATIVE MEDIA ENTERPRISES" written in capital letters. Below the square is a globe with meridians and parallels only. Curved lines radiate from the left and right sides of the globe and form a stand underneath the globe.

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Live Dead Indicator

LIVE

Attorney of Record

Hayden R. Brainard, Jr.

(4) STANDARD CHARACTER MARK

CREATIVE FACTORY

Mark Punctuated
CREATIVE FACTORY

Translation

Goods/Services

- IC 035. US 100 101 102.G & S: Advertising services; Marketing consulting; Marketing services; Business marketing consulting services; Creative marketing design services; Rental of office equipment in co-working facilities. FIRST USE: 20200210. FIRST USE IN COMMERCE: 20200210

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Design Code

Serial Number
88978620

Filing Date
20190121

Current Filing Basis
1A

Original Filing Basis
1B

Publication for Opposition Date
20190528

Registration Number
6176840

Date Registered
20201013

Owner
(REGISTRANT) John Gadd INDIVIDUAL UNITED STATES Floor 2 22 N. Main Street Chagrin Falls OHIO 44022

Priority Date

Disclaimer Statement
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CREATIVE" APART FROM THE MARK AS SHOWN

Description of Mark

Type of Mark

SERVICE MARK

Register
PRINCIPAL

Live Dead Indicator
LIVE

Attorney of Record
Nathan Gugliotta, Esq.

(4) STANDARD CHARACTER MARK

Creative Marketing Spot

Mark Punctuated

CREATIVE MARKETING SPOT

Translation

Goods/Services

- IC 035. US 100 101 102.G & S: Digital **marketing** consultation services, namely, creative and strategic consultation regarding **development** and production of **marketing** campaigns for others in the field of the creation and management of social media **marketing**, web log **marketing, marketing** via branded content and **brand** forums with the following all being available via all digital media used by consumers to interact with brands; Public relations services; advertising and **marketing** services, namely, promoting the goods, services, **brand** identity and commercial information and news of third parties through print, audio, video, digital and online mediums; **Branding** services, namely, consulting, **development**, management, and **marketing** of brands for businesses and individuals; **Brand** concept and **brand development** services for corporate and individual clients; Providing **marketing** consulting in the field of social media; **Market** research; Preparing advertisements for others, namely, preparing video advertising and promotional videos for commercial use. FIRST USE: 20160512. FIRST USE IN COMMERCE: 20160516

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number

87057955

Filing Date

20160602

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

20161115

Registration Number

5132424

Date Registered

20170131

Owner

(REGISTRANT) Francisco Martinez DBA Creative Marketing Spot INDIVIDUAL UNITED STATES 14145 Peachtree Lane Poway CALIFORNIA 92064

Priority Date**Disclaimer Statement**

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CREATIVE MARKETING" APART FROM THE MARK AS SHOWN

Description of Mark**Type of Mark**

SERVICE MARK

Register

PRINCIPAL

Live Dead Indicator

LIVE

Attorney of Record

Eric Lovell

(4) STANDARD CHARACTER MARK

Your Marketing Coach

Mark Punctuated

YOUR MARKETING COACH

Translation**Goods/Services**

- IC 035. US 100 101 102.G & S: Market analysis; Market analysis and research services; Market assessment services; Market reports and studies; Market research; Market research and market intelligence services; Market research and business analyses; Market research consultation; Market research services; Market research studies; Market segmentation consultation; Market study and analysis of market studies; **Marketing** advisory services; **Marketing** analysis services; **Marketing** consulting; **Marketing** consulting, namely, development of **marketing** campaigns for others; **Marketing** plan development; **Marketing** research; **Marketing** research services; **Marketing** services; **Marketing** services in the nature of promotion of third-party goods and services by social media influencers; **Marketing** services, namely, conducting consumer tracking behavior research and consumer trend analysis; **Marketing** the goods and services of others; Advertising agencies specializing in **marketing** strategies to promote businesses; Advertising agency specializing in the development and execution of word of mouth, viral, buzz and experiential **marketing** programs; Advertising and **marketing**; Advertising and **marketing** consultancy; Advertising and **marketing** services provided by means of indirect methods of **marketing** communications, namely, social media, search engine **marketing**, inquiry **marketing**, internet **marketing**, mobile **marketing**, blogging and other forms of passive, sharable or viral communications channels; Advertising and **marketing** services, namely, promoting the goods and services of others; Advertising services, namely, promoting and **marketing** the goods and services of others through all public communication means; Advice in the field of business management and **marketing**; Assistance, advisory services and consultancy with regard to business planning, business analysis, business management, business organization, **marketing** and customer analysis; Business **marketing** consulting services; Business **marketing** services; **Business consultation** and management regarding **marketing** activities and launching of new products; Business management consulting with relation to strategy, **marketing**, production, personnel and retail sale matters; Business to business direct **marketing** services; Collection of market research information; Conducting market surveys; Conducting **marketing** studies; Consultation services, namely, creative and strategic consultation regarding development and production of **marketing** campaigns for others; Consulting services in the field of **marketing** of educational training; Consulting services in the field of internet **marketing**; Creative **marketing** plan development services; Custom writing services comprising public relations and **marketing** materials for the audio, video and technology industries; Development of **marketing** concepts; Development of **marketing** strategies and concepts; Development of **marketing** strategies, concepts and tactics, namely, audience development, **brand** awareness, online community building and digital word of mouth communications; Direct **marketing** consulting services; Direct **marketing** services; On-line advertising and **marketing** services; On-line customer-based social media **brand marketing** services; Planning, development, maintenance, tracking and reporting of online **marketing** activities for third parties; Preparation of **marketing** surveys; Preparing audiovisual presentations for use in **marketing**; Promoting and **marketing** the goods and services of others

by distributing advertising material, coupons and discount offers via text messages; Promoting the goods and services of others by means of word-of-mouth and nontraditional **marketing** programs; Promoting, **marketing** and advertising the brands and goods of others related to all industries, through all public and private communication means, namely, promoting the brands and goods of others made in the United States; Promoting, advertising and **marketing** of the brands, products, services and online websites of individuals, businesses and nonprofit organizations; Promoting, advertising and **marketing** on-line web sites of others; Providing advertising, **marketing** and promotional services, namely, development of advertising campaigns provided through cable television broadcast, web casts, radio broadcasts, newspapers, magazines, online banners, outdoor billboards, wild postings, bus and subway ads; Providing information in the field of **marketing**; Providing online business management services including **accounting, marketing, business project management, and business development**; Provision of market research information; Provision of **marketing** reports; Provision of technical information in the field of **marketing**; Social media strategy and **marketing** consultancy focusing on helping clients create and extend their product and **brand** strategies by building virally engaging **marketing** solutions; Statistical evaluations of **marketing** data; Targeted **marketing** services; Technical consulting in the field of **marketing**. FIRST USE: 20210301. FIRST USE IN COMMERCE: 20210301

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code**Serial Number**

90556366

Filing Date

20210302

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date**Registration Number**

6557264

Date Registered

20211109

Owner

(REGISTRANT) Angelica Productions DBA JustAdMe CORPORATION CALIFORNIA 2142 Hathaway Ave
#2 Long Beach CALIFORNIA 90815

Priority Date**Disclaimer Statement**

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MARKETING COACH" APART FROM
THE MARK AS SHOWN

Description of Mark**Type of Mark**

SERVICE MARK

Register

SUPPLEMENTAL

Live Dead Indicator

LIVE

Attorney of Record

Theodore Sieving

(4) STANDARD CHARACTER MARK

ROI PROJECT

Mark Punctuated

ROI PROJECT

Translation

Goods/Services

- IC 035. US 100 101 102.G & S: Advice relating to the organisation and management of business; Assistance and advice regarding business organization and management; **Brand** imagery consulting services; Branding services, namely, consulting, development, management and **marketing** of brands for businesses and/or individuals; Business consulting services in business leadership development and business management; Business consulting services in the field of organizational change management; Business management consultancy as well as development of processes for the analysis and the implementation of strategy plans and management projects; Business **marketing** consulting services; Business organisation and management consulting services; Business organization advice; Business organization consultancy; Business organization and management consultancy including personnel management; Business organization and management consulting; Business organization and operation consultancy; Business organizational consultation; Business strategic planning services; Business strategy development services; **Business consultation** in the field of business leadership development; Business management and enterprise organization consultancy; Business management and organization consultancy; Business management consultation in the field of executive and leadership development; Consulting services in business organization and management; Consulting services in the fields of business management, human resources, and business organizational design; Human resource analysis and consulting services; Management consulting and advisory services in the areas of corporate growth strategy, innovation and growth processes, organizational transformation, and talent management and development strategies; New business venture development and formation consulting services; Organizational services for business purposes; Professional business consulting; Providing business management information in connection with consulting and advisory services in the field of strategic planning; Providing organizational development consulting services; **Business development** consulting services; **Business development** services; Business **project management** services; Matching consumers with professionals in the field of real estate; Providing business planning and **marketing** solutions for real estate professionals; Providing online business management services including **accounting, marketing, business project management, and business development**. FIRST USE: 20180410. FIRST USE IN COMMERCE: 20180410

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number

88946894

Filing Date

20200603

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date**Registration Number**

6513275

Date Registered

20211005

Owner

(REGISTRANT) Equip3000 LIMITED LIABILITY COMPANY GEORGIA Suite 102 4514 Chamblee Dunwoody Rd Atlanta GEORGIA 30338

Priority Date**Disclaimer Statement**

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Description of Mark**Type of Mark**

SERVICE MARK

Register

SUPPLEMENTAL

Live Dead Indicator

LIVE

Attorney of Record

Rosezena J Pierce

(4) STANDARD CHARACTER MARK

P.M. Media & Marketing

Mark Punctuated

P.M. MEDIA & MARKETING

Translation**Goods/Services**

- IC 035. US 100 101 102.G & S: Market analysis; Market analysis and research services; Market assessment services; Market manipulation research and analysis, whether or not via the internet; Market opinion polling studies; Market reports and studies; Market research; Market research and market intelligence services; Market research and business analyses; Market research by means of a computer database; Market research consultation; Market research services; Market research studies; Market research using focus groups; Market segmentation consultation; Market study and analysis of market studies; **Marketing** advisory services; **Marketing** analysis services; **Marketing** and branding services, namely, providing customized communication programs to obtain consumer insights and develop branding strategies; **Marketing** consulting; **Marketing** consulting services relating to long-term business strategy development for non-profit organizations; **Marketing** consulting, namely, development of **marketing** campaigns for others; **Marketing** plan development; **Marketing** research; **Marketing** research in the fields of cosmetics, perfumery and beauty products; **Marketing** research services; **Marketing** services; **Marketing** services in the field of web site traffic optimization; **Marketing** services in the nature of promotion of third-party goods and services by **brand** ambassadors; **Marketing** services in the nature of promotion of third-party goods and services by social media influencers; **Marketing** services, namely, consumer **marketing** research; **Marketing** services, namely, creating corporate logos for others; **Marketing** services, namely, promoting or advertising the goods and services of others; **Marketing** services, namely, promotional services for the memorabilia and collectables of others; **Marketing** the goods and services of others; **Marketing** the goods and services of others by means of location-based messaging; **Marketing** the goods and services of others by means of push notification technology; **Marketing**, promotional and advertising services provided by mobile telephone connections; Advertising agencies specializing in **marketing** strategies to promote businesses; Advertising agency specializing in the development and execution of word of mouth, viral, buzz and experiential **marketing** programs; Advertising and **marketing**; Advertising and **marketing** consultancy; Advertising and **marketing** services provided by means of indirect methods of **marketing** communications, namely, social media, search engine **marketing**, inquiry **marketing**, internet **marketing**, mobile **marketing**, blogging and other forms of passive, sharable or viral communications channels; Advertising and **marketing** services, namely, promoting the goods and services of others; Advertising services, namely, promoting and **marketing** the goods and services of others through all public communication means; Advertising services, public relations and **marketing** services, namely, promoting and **marketing** the goods and services of others through all public communication means; Advertising, **marketing** and promoting the goods and services of others using kiosks; Advertising, **marketing** and promotion services; Advertising, **marketing** and promotion services, namely, promoting the goods and services of others by providing customized exhibits; Advertising, **marketing** and promotional services for automotive dealerships; Advertising, promotion and **marketing** services in the nature of e-mail blast campaigns for others; Advice in the field of business management and **marketing**;

Affiliate **marketing**; Analysis of market research data and statistics; Analyzing and compiling data for measuring the performance of financial markets; Arranging and conducting **marketing** promotional events for others; Branding services, namely, consulting, development, management and **marketing** of brands for businesses and/or individuals; Business **marketing** consulting services; Business **marketing** services; Business advice and analysis of markets; **Business consultation** and management regarding **marketing** activities and launching of new products; Business management and consulting services for the health care industry, namely, customer service, **accounting** services, and **marketing** services; Business to business direct **marketing** services; Collection of market research information; Compiling financial, securities, stock exchange, trade and quote, index value and other financial market information for business purposes; Computerized market research services; Conducting market surveys; Conducting **marketing** studies; Consultation services, namely, creative and strategic consultation regarding development and production of **marketing** campaigns for others; Consulting services in the field of **marketing** of educational training; Consulting services in the field of internet **marketing**; Consumer **marketing** research and consulting related thereto; Consumer profiling for commercial or **marketing** purposes; Cooperative advertising and **marketing**; Cooperative advertising and **marketing** services by way of solicitation, customer service and providing **marketing** information via web sites on a global computer network; Cooperative advertising and **marketing** services, namely, offering discounts to clients through the joint participation of member beauty salons; Creative **marketing** plan development services; Custom writing services comprising public relations and **marketing** materials for the audio, video and technology industries; Development and production of the advertising content of banners and signs for advertising, promotional, or **marketing** purposes; Development of **marketing** concepts; Development of **marketing** strategies and concepts; Development of **marketing** strategies, concepts and tactics, namely, audience development, **brand** awareness, customer relations, online community building and digital word of mouth communications; Direct **marketing** advertising for others; Direct **marketing** consulting services; Direct **marketing** services; Entertainment **marketing** services, namely, **marketing**, promotion and advertising for independent recording artists; Entertainment **marketing** services, namely, **marketing**, promotion and advertising for recording and performing artists; Event planning and management for **marketing**, branding, promoting or advertising the goods and services of others; Media planning, namely, advising the client on the correct times and stations to advertise based on media analysis of the market for that media; On-line advertising and **marketing** services; On-line customer-based social media **brand marketing** services; Online business research services that allow users to share opinions with a **marketing** research company related to everyday consumer products and services; Planning, development, maintenance, tracking and reporting of online **marketing** activities for third parties; Preparation of **marketing** surveys; Preparing audiovisual presentations for use in **marketing**; Preparing speeches and oral presentations for others for use in **marketing**; Promoting and **marketing** the goods and services of others by distributing advertising material, coupons and discount offers via text messages; Promoting the goods and services of others by means of word-of-mouth and nontraditional **marketing** programs; Promoting, advertising and **marketing** of the brands, products, services and online websites of individuals, businesses and nonprofit organizations; Promoting, advertising and **marketing** on-line web sites of others; Promoting, advertising and **marketing** the on-line databases and electronic publications of others; Promotion and **marketing** services and related consulting; Promotion, advertising and **marketing** of on-line websites; Promotional **marketing** and representation services for sales to the public sector; Promotional **marketing** services using audiovisual media; Promotional services, namely, guerrilla **marketing** services; Providing **marketing** and promotion of special events; Providing **marketing** consulting in the field of social media; Providing a web site featuring a directory of market research panels for consumers; Providing a website featuring content on news relating to philanthropy **marketing** strategies, covering monetary giving trends and statistics, volunteer/career opportunities and best practices for successful digital philanthropy efforts; Providing business **marketing** information; Providing information in the field of **marketing**; Providing information in the field of **marketing** and on-line **marketing** media via the Internet; Providing online business

management services including accounting, marketing, business project management, and business development; Providing public sector go-to-market advice and strategies; Provision of market research information; Provision of marketing reports; Provision of databases featuring listings of marketers for use by others in identifying and contacting marketers for promotional purposes; Provision of technical information in the field of marketing; Social media strategy and marketing consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions; Statistical evaluations of marketing data; Targeted marketing services; Technical consulting in the field of marketing. FIRST USE: 20200401. FIRST USE IN COMMERCE: 20200405

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code**Serial Number**

90359126

Filing Date

20201204

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

20210706

Registration Number

6490696

Date Registered

20210921

Owner

(REGISTRANT) Hall, Porche Madre INDIVIDUAL UNITED STATES 4412 Newton Estates Trail Ellenwood GEORGIA 30294

Priority Date**Disclaimer Statement**

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MEDIA & MARKETING" APART FROM THE MARK AS SHOWN

Description of Mark**Type of Mark**

SERVICE MARK

Register

PRINCIPAL

Live Dead Indicator

LIVE

Attorney of Record

(4) STANDARD CHARACTER MARK

S.O. WORLDWIDE GROUP

Mark Punctuated

S.O. WORLDWIDE GROUP

Translation

Goods/Services

- IC 035. US 100 101 102.G & S: Advertising and **marketing**; Advertising and **marketing** consultancy; Assistance, advisory services and consultancy with regard to business planning, business analysis, business management, and business organization; **Brand** imagery consulting services; **Business consultation**; **Business development** services; Business management; Business management advice; Business **marketing** services; **Business consultation** in the field of business leadership development; Business consulting services in business leadership development and business management; **Business development** consulting services; Business management consultation; Business management consulting; Business management and consultation; Business **marketing** consulting services; Business organisation consulting; Business organization consultancy; Business organization consulting; Business organizational consultation; Business strategy development services; Management services, namely, on-line **business development** services, namely, providing start-up support for businesses of others; **Marketing** advisory services; **Marketing** consulting; **Marketing** plan development; **Marketing** services; Providing online business management services including **accounting**, **marketing**, business **project management**, and **business development**; Real estate advertising services; Real estate **marketing** services; Advice relating to the organisation and management of business; Business networking; Business organisation and management consulting services; Business organization advice; Business organization and management consulting; Business organization and operation consultancy; Business consulting services relating to the integration of the areas of business process technology, organizational learning, change management, and operational sustainability; Business monitoring and consulting services, namely, tracking web sites and applications of others to provide strategy, insight, **marketing**, sales, operation, product design, particularly specializing in the use of analytic and statistic models for the understanding and predicting of consumers, businesses, and market trends and actions; Business services, namely, structuring, optimizing and change management consulting related to corporate in-house intellectual property departments and intellectual property asset management programs; Consulting services in business organization and management; Consulting services in the fields of business management, human resources, and business organizational design; Management consulting and advisory services in the areas of corporate growth strategy, innovation and growth processes, organizational transformation, and talent management and development strategies; Professional business consultancy; Professional business consulting; Providing organizational development consulting services; Providing business **marketing** information; Providing information in the field of **marketing**. FIRST USE: 20161122. FIRST USE IN COMMERCE: 20190521

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number

88596795

Filing Date

20190828

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

20200114

Registration Number

6023033

Date Registered

20200331

Owner

(REGISTRANT) S.O. Worldwide Group, LLC LIMITED LIABILITY COMPANY GEORGIA P.O Box
551023 Atlanta GEORGIA 30355

Priority Date

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WORLDWIDE GROUP" APART FROM
THE MARK AS SHOWN

Description of Mark

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Live Dead Indicator

LIVE

Attorney of Record

Rosezena J. Pierce, Esq.

(4) STANDARD CHARACTER MARK

TLH GLOBAL GROUP

Mark Punctuated

TLH GLOBAL GROUP

Translation**Goods/Services**

- IC 035. US 100 101 102.G & S: Advertising agency specializing in the development and execution of word of mouth, viral, buzz and experiential **marketing** programs; **Brand** concept and **brand** development services for corporate and individual clients; **Brand** concept and **brand** development services for corporate clients; Branding services, namely, consulting, development, management and **marketing** of brands for businesses and/or individuals; Business consultancy; **Business consultation**; **Business consultation** services; **Business consultation** in the field of **business development**, digital **marketing** strategies, **marketing** strategies and sales strategies; Business consulting services in business leadership development and business management; Business consulting services in the field of **business development**, digital **marketing** strategies, **marketing** strategies and sales strategies; Business consulting services, namely, providing assistance in development of business strategies and creative ideation; Business consulting, management, and planning services in the field of **business development**, digital **marketing** strategies, **marketing** strategies and sales strategies; **Business development** consulting services; **Business development** services; **Business development** services, namely, providing start-up support for businesses of others; Business **marketing** consulting services; Business organisation and management consulting services; Business organization and operation consultancy; Business organizational consultation; Business strategy development services; Concept and **brand** development services for corporate clients; Consulting services in business organization and management; Consulting services in the area of sustainable business solutions; Consulting services in the field of internet **marketing**; Corporate image consulting services; Creative **marketing** plan development services; Development of **marketing** concepts; Development of **marketing** strategies, concepts and tactics, namely, audience development, **brand** awareness, customer relations, online community building and digital word of mouth communications; Development of **marketing** strategies, concepts and tactics, namely, audience development, **brand** awareness, online community building and digital word of mouth communications; Development of **marketing** strategies and concepts; Direct **marketing** consulting services; **Marketing** consultation in the field of **business development**, digital **marketing** strategies, **marketing** strategies and sales strategies; **Marketing** consulting; **Marketing** consulting, namely, development of **marketing** campaigns for others; **Marketing** plan development; **Marketing** services in the nature of developing **marketing** campaigns; **Marketing** and branding services, namely, providing customized communication programs to obtain consumer insights and develop branding strategies; Membership club services, namely, providing on-line information to members in the fields of branding, **business development**, business **marketing**, and **marketing**; On-line retail store services featuring a wide variety of consumer goods of others; On-line retail store services featuring clothing, mugs, books and Popscokeys; Online **business development** services; Planning, development, maintenance, tracking and reporting of online **marketing** activities for third parties; Professional business consulting; Providing advertising, **marketing** and promotional services, namely, development of advertising campaigns for individuals and businesses; Providing

marketing consulting in the field of social media; Providing online business management services including accounting, marketing, business project management, and business development; Providing organizational development consulting services; Retail clothing boutiques; Retail clothing stores; Retail general store services; Social media strategy and marketing consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions; Advertising and marketing services provided by means of indirect methods of marketing communications, namely, social media, search engine marketing, inquiry marketing, internet marketing, mobile marketing, blogging and other forms of passive, sharable or viral communications channels; On-line customer-based social media brand marketing services; Providing business information in the field of social media. FIRST USE: 20180315. FIRST USE IN COMMERCE: 20180315

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code**Serial Number**

90682097

Filing Date

20210429

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

20220208

Registration Number

6711890

Date Registered

20220426

Owner

(REGISTRANT) Tyron L. Harris INDIVIDUAL UNITED STATES PO Box 378394 Chicago ILLINOIS 606379998

Priority Date**Disclaimer Statement**

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GLOBAL GROUP" APART FROM THE MARK AS SHOWN

Description of Mark**Type of Mark**

SERVICE MARK

Register

PRINCIPAL

Live Dead Indicator

LIVE

Attorney of Record

Rosezena J. Pierce

(4) STANDARD CHARACTER MARK

HOUSE OF FOFANAH

Mark Punctuated

HOUSE OF FOFANAH

Translation**Goods/Services**

- IC 035. US 100 101 102.G & S: **Business consultation** in the field of business leadership development; Business consulting and business information for enterprises; Business consulting services in business leadership development and business management; Business planning; **Marketing** analysis services; **Marketing** consulting; **Marketing** research; **Marketing** services; Advertising and **marketing**; Advertising and **marketing** consultancy; Advertising and **marketing** services provided by means of indirect methods of **marketing** communications, namely, social media, search engine **marketing**, inquiry **marketing**, internet **marketing**, mobile **marketing**, blogging and other forms of passive, sharable or viral communications channels; Assistance, advice and consultancy with regard to business planning, business analysis, business management and business organization relating to purchasing functions; **Brand** imagery consulting services; Business **marketing** services; **Business consultation** and management regarding **marketing** activities and launching of new products; **Business development** consulting services; Consulting services in the field of internet **marketing**; Development of **marketing** concepts; Development of **marketing** strategies, concepts and tactics, namely, audience development, **brand** awareness, online community building and digital word of mouth communications; Membership club services, namely, providing on-line information to members in the fields of branding, **business development**, business **marketing**, and **marketing**; On-line advertising and **marketing** services; Providing business information in the field of social media; Providing information in the field of **marketing**; Providing information in the field of **marketing** and on-line **marketing** media via the Internet; Providing **marketing** consulting in the field of social media; Providing online business management services including **accounting**, **marketing**, business **project management**, and **business development**; Social media strategy and **marketing** consultancy focusing on helping clients create and extend their product and **brand** strategies by building virally engaging **marketing** solutions. FIRST USE: 20180306. FIRST USE IN COMMERCE: 20180306
- IC 041. US 100 101 107.G & S: Business training; Educational services, namely, conducting online courses, classes, workshops, conferences in the field of branding, digital **marketing**, social media strategy, content and product creation, monetization, **business development** and business restructuring and distribution of training material in connection therewith; Arranging and conducting of workshops in the field of branding, digital **marketing**, social media strategy, content and product creation, monetization, **business development** and business restructuring; Business training in the field of branding, **marketing**, advertising; Conducting of business conferences in the field of branding, digital **marketing**, social media strategy, content and product creation, monetization, **business development** and business restructuring; Providing group coaching and in-person learning forums in the field of leadership development; Training courses in strategic planning relating to advertising, promotion, **marketing** and business. FIRST USE: 20180306. FIRST USE IN COMMERCE: 20180306

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code**Serial Number**

90504049

Filing Date

20210202

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

20211005

Registration Number

6595051

Date Registered

20211221

Owner

(REGISTRANT) House of Fofanah IP Holding Company, Inc. CORPORATION DELAWARE #237 2045
Biscayne Blvd. Miami FLORIDA 33137

Priority Date**Disclaimer Statement****Description of Mark****Type of Mark**

SERVICE MARK

Register

PRINCIPAL

Live Dead Indicator

LIVE

Attorney of Record

Ticora E. Davis



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To look up an entry in *The American Heritage Dictionary of the English Language*, use the search window above. For best results, after typing in the word, click on the "Search" button instead of using the "enter" key.

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The Usage Panel is a group of nearly 200 prominent scholars, creative writers, journalists, diplomats, and others in occupations requiring mastery of language. Annual surveys have gauged the acceptability of particular usages and grammatical constructions.

[THE PANELISTS](#)

cre·a'tive (krē-ā'tiv)

adj.

1. Having the ability or power to create: *Human beings are creative animals.*
2. Productive; creating.
3. Characterized by originality and expressiveness; imaginative: *creative writing.*

n.

One who displays productive originality: *the creatives in the advertising department.*

cre·a'tive-ly *adv.*

cre·a'tiv/i-ty (-ī-tē), cre·a'tive-ness *n.*

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Indo-European & Semitic Roots Appendices

Thousands of entries in the dictionary include etymologies that trace their origins back to reconstructed proto-languages. You can obtain more information about these forms in our online appendices:

[Indo-European Roots](#)

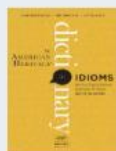
[Semitic Roots](#)

The Indo-European appendix covers nearly half of the Indo-European roots that have left their mark on English words. A more complete treatment of Indo-European roots and the English words derived from them is available in our [Dictionary of Indo-European Roots](#).

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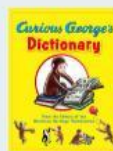
The American
Heritage
Dictionary, 5th
Edition



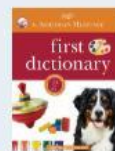
The American
Heritage
Dictionary of
Idioms



The American
Heritage
Roget's
Thesaurus



Curious
George's
Dictionary



The American
Heritage
Children's
Dictionary

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United States Patent and Trademark Office (USPTO)

USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued
on August 23, 2022 for
U.S. Trademark Application Serial No. 97119347

A USPTO examining attorney has reviewed your trademark application and issued an Office action. You must respond to this Office action in order 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). Your response must be received by the USPTO on or before 11:59 p.m. **Eastern Time** of the last day of the response period. 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. And all official USPTO correspondence will only be emailed from the domain “@uspto.gov.” 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.

Note To The File

Serial Number: 97119347

Date: 08/23/2022 2:56 pm

Created by: Elissa Kon

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