To: Courtney Thompson(cthompson@fredlaw.com)

Subject: U.S. Trademark Application Serial No. 97120572 - MEMORIES

METAVERSE

Sent: August 25, 2022 05:29:13 PM EDT

Sent As: tmng.notices@uspto.gov

Attachments

User Walls 1.jpg

A Lexico 1.jpg A Lexico 2.jpg Cointelegraph 1.jpg Remember 1.jpg Remember 2.jpg ScanMyPhotos Digital 1.jpg

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

U.S. Application Serial No. 97120572

Mark: MEMORIES METAVERSE

Correspondence Address: COURTNEY THOMPSON FREDRIKSON & BYRON 200 S. 6TH STREET, STE 4000 MINNEAPOLIS MN 55402 UNITED STATES

Applicant: Memorythium Corporation

Reference/Docket No. N/A

Correspondence Email Address: cthompson@fredlaw.com

NONFINAL OFFICE ACTION

The USPTO must receive applicant's response to this letter within <u>six months</u> of the issue date below or the application will be <u>abandoned</u>. 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 25, 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.

SEARCH OF USPTO DATABASE OF MARKS

The trademark examining attorney has searched the USPTO database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). 15 U.S.C. §1052(d); TMEP §704.02.

SUMMARY OF ISSUES:

- Section 2(e)(1) Refusal Merely Descriptive
- Advisory: Supplemental Register Option
- Identification of Goods and Services
- Information About Goods and Services Required

SECTION 2(e)(1) REFUSAL - MERELY DESCRIPTIVE

Registration is refused because the applied-for mark merely describes a feature or characteristic of applicant's goods and services. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); see TMEP §§1209.01(b), 1209.03 et seq.

A mark is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose, or use of an applicant's goods and/or services. TMEP §1209.01(b); see, e.g., In re TriVita, Inc., 783 F.3d 872, 874, 114 USPQ2d 1574, 1575 (Fed. Cir. 2015) (quoting In re Oppedahl & Larson LLP, 373 F.3d 1171, 1173, 71 USPQ2d 1370, 1371 (Fed. Cir. 2004)); In re Steelbuilding.com, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005) (citing Estate of P.D. Beckwith, Inc. v. Comm'r of Patents, 252 U.S. 538, 543 (1920)).

The determination of whether a mark is merely descriptive is made in relation to an applicant's goods and/or services, not in the abstract. *DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d 1247, 1254, 103 USPQ2d 1753, 1757 (Fed. Cir. 2012); *In re The Chamber of Commerce of the U.S.*, 675 F.3d 1297, 1300, 102 USPQ2d 1217, 1219 (Fed. Cir. 2012); TMEP §1209.01(b). "Whether consumers could guess what the product [or service] is from consideration of the mark alone is not the test." *In re Am. Greetings Corp.*, 226 USPQ 365, 366 (TTAB 1985).

Here, applicant has applied for the mark MEMORIES METAVERSE in standard characters for use in connection with "downloadable software for photo, video, text, voice, GPS data storage, sharing and organization; downloadable artificial intelligence and machine learning software for photo, video, text, voice, and GPS data storage, sharing and organization; downloadable virtual reality software for creating interactive entertainment experiences in a simulated environment" in Class 9, "providing temporary use of online non-downloadable game software featuring virtual reality, augmented reality, mixed reality, and enhanced sensory information experiences; entertainment and educational services, namely, providing experiences in the nature of virtual reality, augmented reality, and mix reality game

services provided on-line from a computer network; virtual reality game services provided on-line from a computer network; providing online augmented reality games; providing enhanced sensory entertainment information in the nature of information about virtual reality, augmented reality, and mixed reality services; entertainment and educational services, namely, providing a web site featuring photographs, video, and voice prose presentations featuring actors, musicians, and users in the field of art, music, theater, news, current events, and social media; entertainment and educational services, namely, providing a website featuring non-downloadable photographs; entertainment and educational services, namely, providing a website featuring non-downloadable videos featuring actors, musicians, and users in the field of art, music, theater, news, current events, and social media; entertainment and educational services, namely, providing online non-downloadable e-textbooks in the field of fiction and non-fiction; entertainment and educational services, namely, live audio voice performances by actors, musicians, and users in the field of art, music, theater, news, current events, and social media; entertainment and educational services, namely, providing a website featuring non-downloadable audio and video recordings featuring actors, musicians, and users in the field of art, music, theater, news, current events, and social media" in Class 41, and "Providing temporary use of online nondownloadable software for virtual reality, augmented reality, mixed reality, and enhanced sensory information experiences for non-gaming entertainment, education, and training; providing temporary use of online non-downloadable software for photo, video, text, voice, and GPS data storage, sharing and organization; providing temporary use of online non-downloadable artificial intelligence and machine learning software for photo, video, text, voice, GPS data storage, sharing and organization; providing temporary use of online non-downloadable virtual reality software for creating interactive entertainment experiences in a simulated environment" in Class 42.

The attached evidence from Lexico dictionary shows that the word "memory" means "something remembered from the past; a recollection" and the word "metaverse" means "a virtual-reality space in which users can interact with a computer-generated environment and other users." Moreover, the attached evidence from Cointelegraph, Remember, ScanMyPhotos Digital, and User Walls shows that the words "memories" and "metaverse" are often used in connection with similar software goods and/or services to mean that the software allows users to save, store, and/or share memories in the metaverse. Thus, the wording merely describes a feature or characteristic of applicant's goods and services because applicant's software will allow users to save, store and/or share memories in the metaverse.

Generally, if the individual components of a mark retain their descriptive meaning in relation to the goods and/or services, the combination results in a composite mark that is itself descriptive and not registrable. *In re Fat Boys Water Sports LLC*, 118 USPQ2d 1511, 1516 (TTAB 2016) (citing *In re Tower Tech, Inc.*, 64 USPQ2d 1314, 1317-18 (TTAB 2002)); TMEP §1209.03(d); *see, e.g., DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d 1247, 1255, 103 USPQ2d 1753, 1758 (Fed. Cir. 2012) (holding SNAP SIMPLY SAFER merely descriptive for various medical devices, such as hypodermic, aspiration, and injection needles and syringes); *In re Fallon*, 2020 USPQ2d 11249, at *12 (TTAB 2020) (holding THERMAL MATRIX merely descriptive of a heat-responsive, malleable liner that is an integral component of an oral dental appliance).

Only where the combination of descriptive terms creates a unitary mark with a unique, incongruous, or otherwise nondescriptive meaning in relation to the goods and/or services is the combined mark registrable. *See In re Omniome, Inc.*, 2020 USPQ2d 3222, at *4 (TTAB 2019) (citing *In re Colonial Stores, Inc.*, 394 F.2d 549, 551, 157 USPQ 382, 384 (C.C.P.A. 1968); *In re Shutts*, 217 USPQ 363, 364-65 (TTAB 1983)); *In re Positec Grp. Ltd.*, 108 USPQ2d 1161, 1162-63 (TTAB 2013).

In this case, both the individual components and the composite result, as described above, are

descriptive of applicant's goods and services and do not create a unique, incongruous, or nondescriptive meaning in relation to the goods and services. Specifically, the term MEMORIES conveys that applicant's software will allow users to save, store, and/or share something remembered from the past, the term METAVERSE conveys that applicant's software will allow users to interact in a virtual-reality space, and the combination of the terms MEMORIES METAVERSE conveys that applicant's software will allow users to save, store, and/or share something remembered from the past in a virtual-reality space.

Ultimately, when purchasers encounter applicant's goods and services using the mark MEMORIES METAVERSE, they will immediately understand the mark as an indication of a feature or characteristic of applicant's goods and services and not an indication that applicant is the source of the goods and services. Therefore, the mark is merely descriptive and registration is refused pursuant to Section 2(e)(1) of the Trademark Act.

ADVISORY: SUPPLEMENTAL REGISTER OPTION

Although an amendment to the Supplemental Register would be an appropriate response to this refusal in an application based on Trademark Act Section 1(a) or 44, such a response is not appropriate in the present case. The instant application was filed under Section 1(b) and is not eligible for registration on the Supplemental Register until an acceptable amendment to allege use meeting the requirements of 37 C.F.R. §2.76 has been timely filed. 37 C.F.R. §2.47(d); TMEP §§816.02, 1102.03.

If applicant files an acceptable allegation of use and also amends to the Supplemental Register, the application effective filing date will be the date applicant met the minimum filing requirements under 37 C.F.R. §2.76(c) for an amendment to allege use. TMEP §§816.02, 1102.03; see 37 C.F.R. §2.75(b). In addition, the undersigned trademark examining attorney will conduct a new search of the USPTO records for conflicting marks based on the later application filing date. TMEP §§206.01, 1102.03.

Applicant is advised that, if the application is amended to seek registration on the Supplemental Register, applicant will be required to disclaim "METAVERSE" because such wording appears to be generic in the context of applicant's goods and services. *See* 15 U.S.C. §1056(a); *In re Wella Corp.*, 565 F.2d 143, 144, 196 USPQ 7, 8 (C.C.P.A. 1977); *In re Creative Goldsmiths of Wash., Inc.*, 229 USPQ 766, 768 (TTAB 1986); TMEP §1213.03(b).

Applicant may submit a disclaimer in the following format:

No claim is made to the exclusive right to use "METAVERSE" apart from the mark as shown.

TMEP §1213.08(a)(i).

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

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.

IDENTIFICATION AND CLASSIFICATION OF GOODS AND SERVICES

Some of the wording in the identification of goods and services is indefinite and must be clarified because it does not specify the type of goods and services provided. For example, the wording "entertainment and educational services, namely, providing a web site featuring photographs, video, and voice prose presentations featuring actors, musicians, and users in the field of art, music, theater, news, current events, and social media" and "entertainment and educational services, namely, providing online non-downloadable e-textbooks in the field of fiction and non-fiction" in the identification of services is indefinite because it does not specify the nature of the services provided, such as providing a web site featuring non-downloadable photographs, videos, and voice presentations, or the field of the e-textbooks, such as e-textbooks in the field of virtual reality. See 37 C.F.R. §2.32(a)(6); TMEP §1402.01.

Applicant may substitute the following wording, if accurate:

Class 9: downloadable software for photo, video, text, voice, **and** GPS data storage, sharing and organization; downloadable artificial intelligence and machine learning software for photo, video, text, voice, and GPS data storage, sharing and organization; downloadable virtual reality software for creating interactive entertainment experiences in a simulated environment

Class 41: providing temporary use of online non-downloadable game software featuring virtual reality, augmented reality, mixed reality, and enhanced sensory information experiences; entertainment and educational services, namely, providing experiences in the nature of virtual reality, augmented reality, and mixed reality game services provided on-line from a computer network; virtual reality game services provided on-line from a computer network; providing online augmented reality games; providing enhanced sensory entertainment information in the nature of information about virtual reality, augmented reality, and mixed reality services; entertainment and educational services, namely, providing a web site featuring non-downloadable photographs, video, and voice prose presentations featuring actors, musicians, and users in the field of art, music, theater, news, current events, and social media; entertainment and educational services, namely, providing a website featuring nondownloadable photographs; entertainment and educational services, namely, providing a website featuring non-downloadable videos featuring actors, musicians, and users in the field of art, music, theater, news, current events, and social media; entertainment and educational services, namely, providing online non-downloadable e-textbooks in the field of virtual reality, augmented reality, and mixed reality; entertainment and educational services, namely, live audio voice performances by actors, musicians, and users in the field of art, music, theater, news, current events, and social media; entertainment and educational services, namely, providing a website featuring non-downloadable audio and video recordings featuring actors, musicians, and users in the field of art, music, theater, news, current events, and social media

Class 42: Providing temporary use of online non-downloadable software for virtual reality, augmented reality, mixed reality, and enhanced sensory information experiences for non-gaming entertainment, education, and training; providing temporary use of online non-downloadable software for photo, video, text, voice, and GPS data storage, sharing and organization; providing temporary use of online non-downloadable artificial intelligence and machine learning software for photo, video, text, voice, and GPS data storage, sharing and organization; providing temporary use of online non-downloadable virtual reality software for creating interactive entertainment experiences in a simulated environment

Applicant may amend the identification to clarify or limit the goods and/or services, but not to broaden or expand the goods and/or services beyond those in the original application or as acceptably amended.

See 37 C.F.R. §2.71(a); TMEP §1402.06. Generally, any deleted goods and/or services may not later be reinserted. See TMEP §1402.07(e).

For assistance with identifying and classifying goods and services in trademark applications, please see the USPTO's online searchable *U.S. Acceptable Identification of Goods and Services Manual. See* TMEP §1402.04.

INFORMATION ABOUT GOODS AND SERVICES REQUIRED

To permit proper examination of the application, applicant must submit additional information about applicant's goods and services. See 37 C.F.R. §2.61(b); TMEP §814. The required information should include fact sheets, instruction manuals, brochures, and/or advertisements. If these materials are unavailable, applicant should submit similar documentation for goods and services of the same type, explaining how its own product or services will differ. If the goods and services feature new technology and no information regarding competing goods and services is available, applicant must provide a detailed factual description of the goods and services.

Factual information about the goods must clearly indicate how they operate, their salient features, and their prospective customers and channels of trade. Factual information about the services must clearly indicate what the services are and how they are rendered, their salient features, and their prospective customers and channels of trade. Conclusory statements will not satisfy this requirement for information.

In addition, applicant must answer the following questions regarding the goods and services:

- 1. Will applicant's software allow users to save, store, and/or share memories, personal photographs, personal videos, and/or personal stories?
- 2. Will applicant's software allow users to interact with a computer-generated environment and/or other users in the metaverse?
- 3. What is the significance of the term "MEMORIES" in the mark?

If applicant submits webpage evidence to satisfy this requirement, applicant must provide (1) an image of the webpage, (2) the date it was accessed or printed, and (3) the complete URL address. *In re ADCO Indus.-Techs.*, *L.P.*, 2020 USPQ2d 53786, at *2 (TTAB 2020) (citing *In re I-Coat Co.*, 126 USPQ2d 1730, 1733 (TTAB 2018)); TMEP §710.01(b). Providing only a website address or hyperlink to the webpage is not sufficient to make the materials of record. *In re ADCO Indus.-Techs.*, *L.P.*, 2020 USPQ2d 53786, at *2 (citing *In re Olin Corp.*, 124 USPQ2d 1327, 1331 n.15 (TTAB 2017); *In re HSB Solomon Assocs.*, *LLC*, 102 USPQ2d 1269, 1274 (TTAB 2012); TBMP §1208.03); TMEP §814.

Applicant has a duty to respond directly and completely to this requirement for information. See In re Ocean Tech., Inc., 2019 USPQ2d 450686, at *2 (TTAB 2019) (citing In re AOP LLC, 107 USPQ2d 1644, 1651 (TTAB 2013)); TMEP §814. Failure to comply with a requirement for information is an independent ground for refusing registration. In re SICPA Holding SA, 2021 USPQ2d 613, at *6 (TTAB 2021) (citing In re Cheezwhse.com, Inc., 85 USPQ2d 1917, 1919 (TTAB 2008); In re DTI P'ship LLP, 67 USPQ2d 1699, 1701-02 (TTAB 2003); TMEP §814).

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.

ASSISTANCE

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.

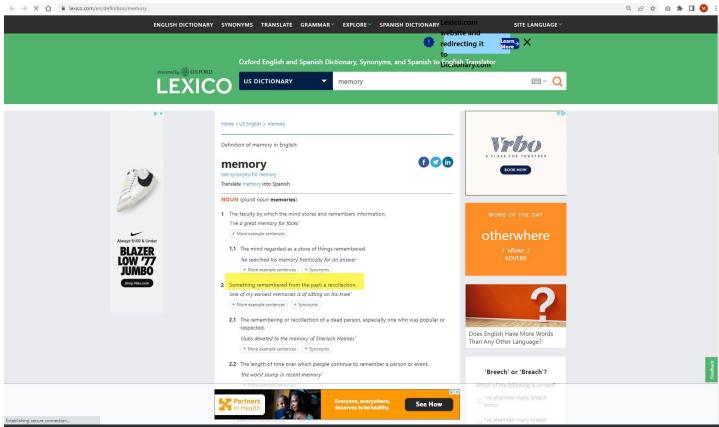
The USPTO does not accept emails as responses to Office actions; however, emails can be used for informal communications and are included in the application record. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.

How to respond. Click to file a response to this nonfinal Office action.

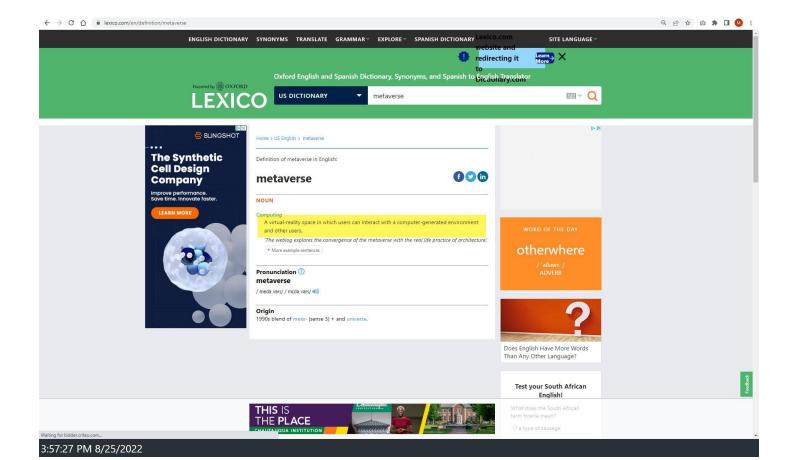
/Maureen Reed/ Maureen Reed Trademark Examining Attorney Law Office 115 (571) 272-0851 maureen.reed@uspto.gov

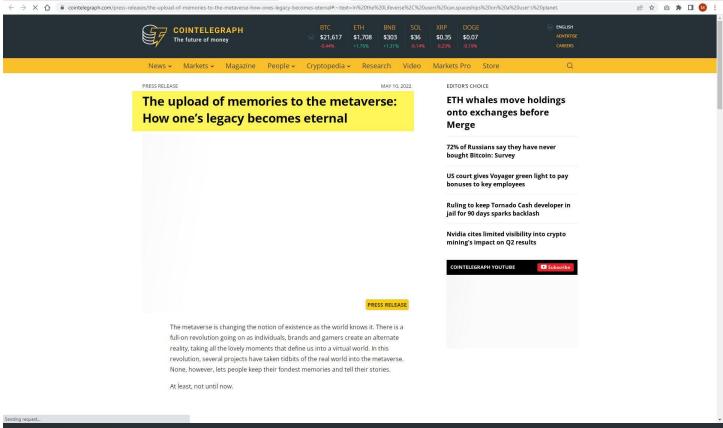
RESPONSE GUIDANCE

- Missing the response deadline to this letter will cause the application to <u>abandon</u>. The response must be received by the USPTO before midnight **Eastern Time** of the last day of the response period. TEAS maintenance or <u>unforeseen circumstances</u> 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.

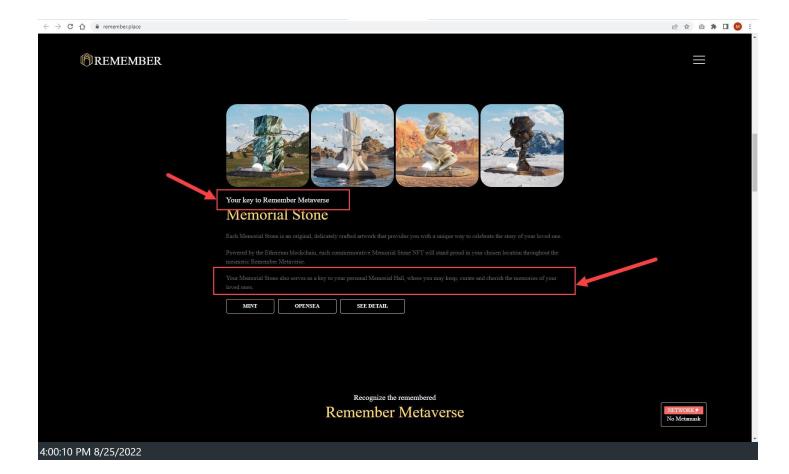


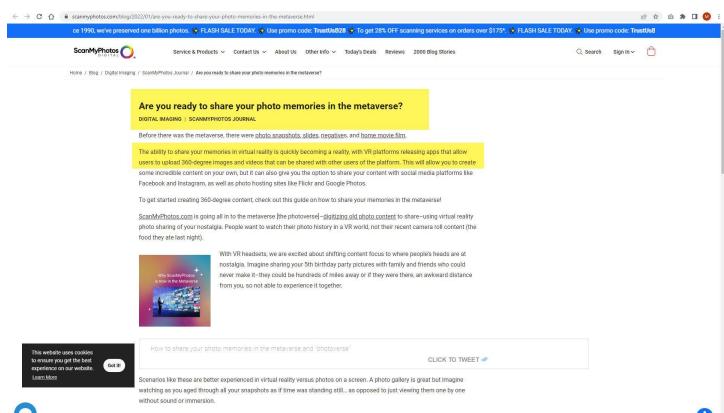
3:56:37 PM 8/25/2022







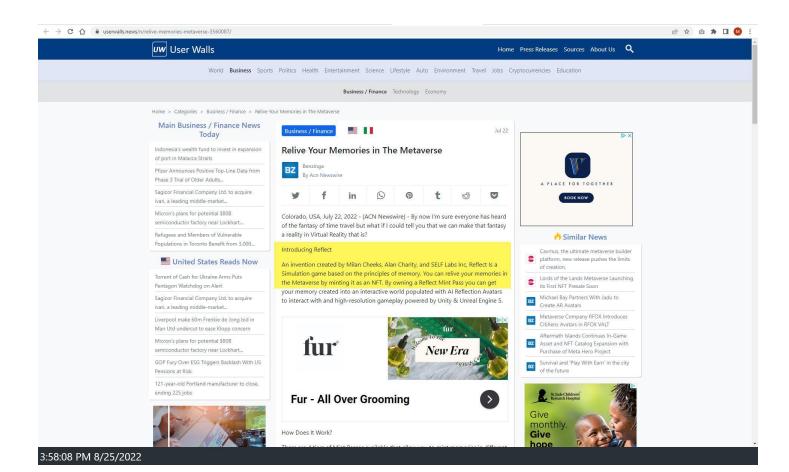






We think once consumers have tried out virtual reality photo sharing, they will find immense value; immediately making them want more ways to incorporate their past into future fun.





United States Patent and Trademark Office (USPTO)

USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued on August 25, 2022 for U.S. Trademark Application Serial No. 97120572

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 <u>abandoned</u>. See the Office action itself regarding how to respond.
- (3) **Direct general questions** about using USPTO electronic forms, the USPTO <u>website</u>, the application process, the status of your application, and whether there are outstanding deadlines to the <u>Trademark Assistance Center (TAC)</u>.

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

- <u>Check the status</u> of your application periodically in the <u>Trademark Status & Document Retrieval (TSDR)</u> database to avoid missing critical deadlines.
- <u>Update your correspondence email address</u> 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: 97120572 MEMORIES METAVERSE

Date: 08/25/2022 4:43 pm Created by: Maureen Reed

Searched

- GoogleOneLook

User: Maureen Reed

Statistics for Case 97120572						
#	Search	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/Search Duration
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7	3 and 6	1	0	1	1	0:01
8	3 and ("009")[cc]	1251	0	0	0	0:01
9	3 and ("009" "035" "042" a b "200")[ic]	649	0	0	0	0:01
10	3 and ("009" a b "200")[ic]	267	0	267	267	0:02
11	3 and ("041")[cc]	1145	0	0	0	0:01
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16	15 and ("009")[cc]	316	0	316	316	0:01
17	15 and ("041")[cc]	304	0	304	304	0:00
18	*mem*[bi,ti] not dead[ld]	5715	0	0	0	0:01
19	*meta*[bi,ti] not dead[ld]	5968	0	0	0	0:01
20	18 and 19	12	0	12	12	0:00

Session started 08/25/2022 4:24 pm Session ended 08/25/2022 4:37 pm Total search duration 21.00 Session duration 12 minutes 55 seconds Adjacency Level 1 Near Level 1