

Response to Office Action

The table below presents the data as entered.

| Input Field | Entered |
|--|--|
| SERIAL NUMBER | 97119267 |
| LAW OFFICE ASSIGNED | LAW OFFICE 118 |
| MARK SECTION | |
| MARK | <u>mark</u> |
| LITERAL ELEMENT | AXIOMARK |
| STANDARD CHARACTERS | YES |
| USPTO-GENERATED IMAGE | YES |
| MARK STATEMENT | The mark consists of standard characters, without claim to any particular font style, size or color. |
| EVIDENCE SECTION | |
| EVIDENCE FILE NAME(S) | |
| ORIGINAL PDF FILE | evi_10885101241-202208251_55126989497_.AxioMark-gc_el-wlc-b2b-e-commerce-platfrom-digital-economy.pdf |
| CONVERTED PDF FILE(S) (12 pages) | \\TICRS\\EXPORT18\\IMAGEOUT 18\\971\\192\\97119267\\xml3\\ ROA0002.JPG \\TICRS\\EXPORT18\\IMAGEOUT 18\\971\\192\\97119267\\xml3\\ ROA0003.JPG \\TICRS\\EXPORT18\\IMAGEOUT 18\\971\\192\\97119267\\xml3\\ ROA0004.JPG \\TICRS\\EXPORT18\\IMAGEOUT 18\\971\\192\\97119267\\xml3\\ ROA0005.JPG \\TICRS\\EXPORT18\\IMAGEOUT 18\\971\\192\\97119267\\xml3\\ ROA0006.JPG \\TICRS\\EXPORT18\\IMAGEOUT 18\\971\\192\\97119267\\xml3\\ ROA0007.JPG \\TICRS\\EXPORT18\\IMAGEOUT 18\\971\\192\\97119267\\xml3\\ ROA0008.JPG \\TICRS\\EXPORT18\\IMAGEOUT 18\\971\\192\\97119267\\xml3\\ ROA0009.JPG \\TICRS\\EXPORT18\\IMAGEOUT 18\\971\\192\\97119267\\xml3\\ ROA0010.JPG \\TICRS\\EXPORT18\\IMAGEOUT 18\\971\\192\\97119267\\xml3\\ ROA0011.JPG \\TICRS\\EXPORT18\\IMAGEOUT 18\\971\\192\\97119267\\xml3\\ ROA0012.JPG \\TICRS\\EXPORT18\\IMAGEOUT 18\\971\\192\\97119267\\xml3\\ ROA0013.JPG |
| DESCRIPTION OF EVIDENCE FILE | brochure which describes Class 35 services for advertising, and business management, administration, and office functions as well as Class 42 for Computer and scientific services as reflected in sections I, II, and III |
| GOODS AND/OR SERVICES SECTION (035) (current) | |
| INTERNATIONAL CLASS | 035 |
| DESCRIPTION | |

| | |
|---|---|
| Advertising, including on-line advertising on a computer network | |
| FILING BASIS | Section 1(a) |
| FIRST USE ANYWHERE DATE | At least as early as 07/01/2014 |
| FIRST USE IN COMMERCE DATE | At least as early as 07/01/2014 |
| GOODS AND/OR SERVICES SECTION (035) (proposed) | |
| INTERNATIONAL CLASS | 035 |
| DESCRIPTION | |
| Advertising, including on-line advertising on a computer network | |
| FILING BASIS | Section 1(a) |
| FIRST USE ANYWHERE DATE | At least as early as 07/01/2014 |
| FIRST USE IN COMMERCE DATE | At least as early as 07/01/2014 |
| STATEMENT TYPE | "The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application" [for an application based on Section 1(a), Use in Commerce] OR "The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce prior either to the filing of the Amendment to Allege Use or expiration of the filing deadline for filing a Statement of Use" [for an application based on Section 1(b) Intent-to-Use]. OR "The attached specimen is a true copy of the specimen that was originally submitted with the application, amendment to allege use, or statement of use" [for an illegible specimen]. |
| WEBPAGE URL | None Provided |
| WEBPAGE DATE OF ACCESS | None Provided |
| GOODS AND/OR SERVICES SECTION (042) (current) | |
| INTERNATIONAL CLASS | 042 |
| DESCRIPTION | |
| Developing and hosting a server on a global computer network for the purpose of facilitating e-commerce via such a server | |
| FILING BASIS | Section 1(a) |
| FIRST USE ANYWHERE DATE | At least as early as 07/01/2014 |
| FIRST USE IN COMMERCE DATE | At least as early as 07/01/2014 |
| GOODS AND/OR SERVICES SECTION (042) (proposed) | |
| INTERNATIONAL CLASS | 042 |
| DESCRIPTION | |
| Developing and hosting a server on a global computer network for the purpose of facilitating e-commerce via such a server | |
| FILING BASIS | Section 1(a) |
| FIRST USE ANYWHERE DATE | At least as early as 07/01/2014 |
| FIRST USE IN COMMERCE DATE | At least as early as 07/01/2014 |
| STATEMENT TYPE | "The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application" [for an application based on Section 1(a), Use in Commerce] OR "The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce prior either to the filing of the Amendment to Allege Use or expiration of the filing deadline for filing a Statement of Use" [for an application based on Section 1(b) Intent-to-Use]. OR "The attached specimen is a true copy of the specimen that was originally submitted with the application, |

| | |
|--|--|
| | amendment to allege use, or statement of use" [for an illegible specimen]. |
| WEBPAGE URL | None Provided |
| WEBPAGE DATE OF ACCESS | None Provided |
| CORRESPONDENCE INFORMATION (current) | |
| NAME | SALLOUM SAMUEL |
| PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE | g.bird@gcel.net |
| SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES) | capt.salloum@gcel.net |
| CORRESPONDENCE INFORMATION (proposed) | |
| NAME | salloum samuel |
| PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE | g.bird@gcel.net |
| SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES) | capt.salloum@gcel.net |
| SIGNATURE SECTION | |
| DECLARATION SIGNATURE | /SAMUEL SALLOUM/ |
| SIGNATORY'S NAME | SAMUEL SALLOUM |
| SIGNATORY'S POSITION | Owner |
| SIGNATORY'S PHONE NUMBER | 2028345208 |
| DATE SIGNED | 08/25/2022 |
| SIGNATURE METHOD | Signed directly within the form |
| RESPONSE SIGNATURE | /SAMUEL SALLOUM/ |
| SIGNATORY'S NAME | SAMUEL SALLOUM |
| SIGNATORY'S POSITION | Owner |
| SIGNATORY'S PHONE NUMBER | 2028345208 |
| DATE SIGNED | 08/25/2022 |
| ROLE OF AUTHORIZED SIGNATORY | Owner/Holder not represented by an attorney |
| SIGNATURE METHOD | Signed directly within the form |
| FILING INFORMATION SECTION | |
| SUBMIT DATE | Thu Aug 25 16:18:49 ET 2022 |
| TEAS STAMP | USPTO/ROA-XXX.XX.XXX.XXX- 20220825161849953798-9711 9267-800f6dac4f6b46751c19 37e0ffe66f59aaf1698744265 7e9dc2cbfe139cca5219d-N/A -N/A-20220825155126989497 |

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **97119267** AXIOMARK(Standard Characters, see <https://tmng-al.uspto.gov/resting2/api/img/97119267/large>) has been amended as follows:

EVIDENCE

Evidence has been attached: brochure which describes Class 35 services for advertising, and business management, administration, and office functions as well as Class 42 for Computer and scientific services as reflected in sections I, II, and III

Original PDF file:

[evi_10885101241-202208251_55126989497_.AxioMark-gc el-wlc-b2b-e-commerce-pla tform-digital-economy.pdf](#)

Converted PDF file(s) (12 pages) [Evidence-1](#)[Evidence-2](#)[Evidence-3](#)[Evidence-4](#)[Evidence-5](#)[Evidence-6](#)
[Evidence-7](#)[Evidence-8](#)[Evidence-9](#)[Evidence-10](#)[Evidence-11](#)[Evidence-12](#)

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following:

Current:

Class 035 for Advertising, including on-line advertising on a computer network

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 07/01/2014 and first used in commerce at least as early as 07/01/2014 , and is now in use in such commerce.

Proposed:

Class 035 for Advertising, including on-line advertising on a computer network

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 07/01/2014 and first used in commerce at least as early as 07/01/2014 , and is now in use in such commerce.

"The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application" [for an application based on Section 1(a), Use in Commerce] OR "The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce prior either to the filing of the Amendment to Allege Use or expiration of the filing deadline for filing a Statement of Use" [for an application based on Section 1(b) Intent-to-Use]. OR "The attached specimen is a true copy of the specimen that was originally submitted with the application, amendment to allege use, or statement of use" [for an illegible specimen].

Webpage URL: None Provided

Webpage Date of Access: None Provided

Applicant proposes to amend the following:

Current:

Class 042 for Developing and hosting a server on a global computer network for the purpose of facilitating e-commerce via such a server

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 07/01/2014 and first used in commerce at least as early as 07/01/2014 , and is now in use in such commerce.

Proposed:

Class 042 for Developing and hosting a server on a global computer network for the purpose of facilitating e-commerce via such a server

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 07/01/2014 and first used in commerce at least as early as 07/01/2014 , and is now in use in such commerce.

"The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application" [for an application based on Section 1(a), Use in Commerce] OR "The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce prior either to the filing of the Amendment to Allege Use or expiration of the filing deadline for filing a Statement of Use" [for an application based on Section 1(b) Intent-to-Use]. OR "The attached specimen is a true copy of the specimen that was originally submitted with the application, amendment to allege use, or statement of use" [for an illegible specimen].

Webpage URL: None Provided

Webpage Date of Access: None Provided

Correspondence Information (current):

SALLOUM SAMUEL

PRIMARY EMAIL FOR CORRESPONDENCE: g.bird@gcel.net

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): capt.salloum@gcel.net

Correspondence Information (proposed):

salloum samuel

PRIMARY EMAIL FOR CORRESPONDENCE: g.bird@gcel.net

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): capt.salloum@gcel.net

Requirement for Email and Electronic Filing: I understand that a valid email address must be maintained by the owner/holder and the owner's/holder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

SIGNATURE(S)

Declaration Signature

DECLARATION: The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that, if the applicant submitted the application or allegation of use (AOU) unsigned, all statements in the application or AOU and this submission based on the signatory's own knowledge are true, and all statements in the application or AOU and this submission made on information and belief are believed to be true.

STATEMENTS FOR UNSIGNED SECTION 1(a) APPLICATION/AOU: If the applicant filed an unsigned application under 15 U.S.C. §1051(a) or AOU under 15 U.S.C. §1051(c), the signatory additionally believes that: the applicant is the owner of the mark sought to be registered; the mark is in use in commerce and was in use in commerce as of the filing date of the application or AOU on or in connection with the goods/services/collective membership organization in the application or AOU; the original specimen(s), if applicable, shows the mark in use in commerce as of the filing date of the application or AOU on or in connection with the goods/services/collective membership organization in the application or AOU; *for a collective trademark, collective service mark, collective membership mark application, or certification mark application*, the applicant is exercising legitimate control over the use of the mark in commerce and was exercising legitimate control over the use of the mark in commerce as of the filing date of the application or AOU; *for a certification mark application*, the applicant is not engaged in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant. **To the best of the signatory's knowledge and belief, no other persons, except, if applicable, authorized users, members, and/or concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services/collective membership organization of such other persons, to cause confusion or mistake, or to deceive.**

STATEMENTS FOR UNSIGNED SECTION 1(b)/SECTION 44 APPLICATION AND FOR SECTION 66(a)

COLLECTIVE/CERTIFICATION MARK APPLICATION: If the applicant filed an unsigned application under 15 U.S.C. §§ 1051(b), 1126(d), and/or 1126(e), or filed a collective/certification mark application under 15 U.S.C. §1141f(a), the signatory additionally believes that: *for a trademark or service mark application*, the applicant is entitled to use the mark in commerce on or in connection with the goods/services specified in the application; the applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date; *for a collective trademark, collective service mark, collective membership mark, or certification mark application*, the applicant has a bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce and had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce as of the application filing date; the signatory is properly authorized to execute the declaration on behalf of the applicant; *for a certification mark application*, the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant. **To the best of the signatory's knowledge and belief, no other persons, except, if applicable, authorized users, members, and/or concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services/collective membership organization of such other persons, to cause confusion or mistake, or to deceive.**

Signature: /SAMUEL SALLOUM/ Date: 08/25/2022

Signatory's Name: SAMUEL SALLOUM

Signatory's Position: Owner
Signatory's Phone Number: 2028345208

Signature method: Signed directly within the form

Response Signature

Signature: /SAMUEL SALLOUM/ Date: 08/25/2022

Signatory's Name: SAMUEL SALLOUM

Signatory's Position: Owner

Signatory's Phone Number: 2028345208 Signature method: Signed directly within the form

The signatory has confirmed that he/she is not represented by an authorized attorney, and that he/she is either: (1) the owner/holder; or (2) a person or persons with legal authority to bind the owner/holder; and if he/she had previously been represented by an attorney in this matter, either he/she revoked their power of attorney by filing a signed revocation with the USPTO or the USPTO has granted this attorney's withdrawal request.

Mailing Address: SALLOUM SAMUEL

22700 GARRISON ST APT 1004, DEARBORN, MI
15170 N. COMMERCE DR. DEARBORN, MI 48120
DEARBORN, Michigan 48124

Mailing Address: salloum samuel

22700 Garrison St Apt 1004, Dearborn, MI
15170 N. Commerce Dr. Dearborn, MI 48120
DEARBORN, Michigan 48124

Serial Number: 97119267

Internet Transmission Date: Thu Aug 25 16:18:49 ET 2022

TEAS Stamp: USPTO/ROA-XXX.XX.XXX.XXX-202208251618499
53798-97119267-800f6dac4f6b46751c1937eef
fe66f59aaf16987442657e9dc2cbfe139cca5219
d-N/A-N/A-20220825155126989497

AXIOMARK®

E-COMMERCE CHANNEL PARTNER VALUE PROPOSITION



AXIOMARK® - THE NEXT GENERATION GLOBAL B2B E-COMMERCE PLATFORM

- ❖ Exceptional Multi-Billion Dollar Profit Sharing e-Commerce Channel Partner Opportunity
- ❖ Comprehensive, Powerful and Unique e-Commerce Services Fully Integrated with e-Finance, e-Logistics and e-Insurance Platforms
- ❖ Smart Personalization, Sophisticated Searching and Sorting of Products and Services with Targeted Promotions and Tailored Pricing
- ❖ AxioScore™ - Objectively Measuring Multi-Dimensional Business Performance and Risk Powered By Validated Big Data and AI
- ❖ Dynamic Product Offering™ - Intelligently Matching Products and Services with Qualified Buyers Optimizing Risk and Profitability
- ❖ Increased Conversion Ratios Resulting in Greater Sales Volumes Driving Higher Advertising ROI
- ❖ Full Service Portfolio of B2B e-Services to Sustain Customer Retention, and More ...

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AXIOMARK® E-COMMERCE CHANNEL PARTNER VALUE PROPOSITION

INDEX



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OVERVIEW AXIOMARK® CHANNEL PARTNER

INTRODUCTION

- AxioMark® is an innovative global B2B e-Commerce platform for products and services that delivers significant benefits to buyers and sellers through a fully-integrated suite of e-Commerce, e-Logistics, e-Insurance and e-Finance services.
- The powerful and unique AxioMark® features empower current e-Commerce firms to significantly expand market penetration in the global B2B marketplace with higher customer retention by providing superior and comprehensive services to end users.
- An AxioMark® e-Commerce Channel Partner can maximize on the above capabilities with a unique multi-billion-dollar profit-sharing opportunity.

INNOVATIVE TECHNOLOGY SOLUTION

- AxioMark® is offered as an integral part of a new generation B2B Digital Economy Platform, MDDEAS® (Multi-Dimensional Digital Economy Application System), that is protected by a worldwide patent and delivers thousands of free business apps through a unique business model.
- MDDEAS® is built based on more than 15 years of research and development and a catalog of product and service innovations that leverage latest technologies including Artificial Intelligence (AI), Big Data Analytics, and Blockchain, among others.
- The innovative MDDEAS® Apps and features are delivered by the world's top 13 technology firms though seamless integration for large, medium and small enterprises throughout the global B2B marketplace. These Apps are delivered under the protection of the United Nations, thus ensuring continuous access to all at all times.

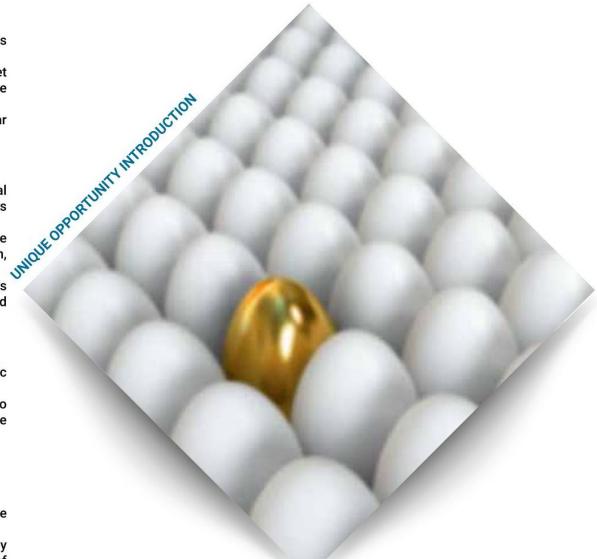
GLOBAL ECONOMIC DEVELOPMENT PROGRAM

- AxioMark® has successfully transformed this innovative technology solution into a sustained global economic development program that involves the unique collaboration among public and private sector organizations globally.
- This innovative solution unleashes the power of 21st century technology to where it will have the greatest impact to connect and grow our global economy - the USD 150 trillion B2B marketplace, thus providing the opportunity to increase the global GDP by nearly 17% and create more than 300 million jobs by 2030.

AXIOMARK® CHANNEL PARTNER MULTI-BILLION-DOLLAR PROFIT-SHARING OPPORTUNITY

- AxioMark® is positioned to be the next generation B2B e-Commerce marketplace creating a new e-Commerce revenue opportunity projected to be USD 2.5 trillion by 2030.
- AxioMark® Channel Partners, and their customers, will immensely benefit both qualitatively and quantitatively by participating in a cooperative partnership delivering a global economic development program benefiting millions of people worldwide.

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AXIOMARK® BENEFITS OVERVIEW

Based on 15 years of R&D related to product and service innovations, Axiomark® empowers the world's existing B2B e-Commerce platforms and their customers in several distinct ways:



OFFERS POWERFUL AND UNIQUE E-COMMERCE FEATURES

Axiomark® offers a powerful set of sophisticated B2B e-Commerce capabilities, triple in number compared with current industry features, including smart personalization, advanced searching and multi-dimensional sorting capability to quickly identify products and services with speed and precision, expeditiously contract using Unit Cost Timetable (UCT) based Buy-Sell agreement framework, and efficiently manage contract obligations through electronic performance metrics across the entire supply chains throughout the B2B marketplace.



DE-RISKS BUSINESS THROUGH UNPRECEDENTED LEVELS OF BUSINESS TRANSPARENCY

The AxioScore™ innovation, powered by high quality validated big data and Artificial Intelligence, provides significant business insights and unprecedented levels of business transparency through a new dynamic scoring mechanism that measures business performance and risk in key business areas based on Quality, Finance-ability, Insurability, Logistics Reliability, etc. providing greater transparency to de-risk doing business among trade participants.



OFFERS EASY AND SECURE ONLINE ACCESS AND SHARING OF DIGITAL DOCUMENTATION

Comprehensive security compliance measures including strong digital encryption and data governance, as well as sharing of data through explicit digital sharing consent agreements enable users to safely and securely share relevant business data among buyers, sellers, banks, financial institutions and insurance firms in order to efficiently complete the end-to-end business transactions.



ENABLES SEAMLESS USER NAVIGATION EXPERIENCE

Seamless navigation among the business Apps and across B2B e-Commerce, e-Logistics, e-Finance and e-Insurance platforms enables users to complete their business transactions more efficiently without re-keying of same data multiple times eliminating data entry-errors, data duplication and data-integrity issues among the platforms.



DELIVERS FULLY INTEGRATED E-COMMERCE SERVICES WITHIN A B2B E-SERVICES PORTFOLIO

E-Commerce services are provided as part of fully integrated end-to-end B2B trade facilitation e-Services including e-Finance, e-Logistics and e-Insurance to complete all B2B business transactions on one integrated platform.



CREATES DYNAMIC PRODUCT OFFERING™ OF PRODUCTS AND SERVICES

The Dynamic Product Offering™ (DPO) is a powerful digital online e-Commerce innovation that significantly reduces customer acquisition costs, optimizes risk and increases business profitability by providing an automated mechanism based on smart-criteria to efficiently match pre-qualified offers of products and services with the most-likely buyers in target products and markets intelligently uncovered through market research by leveraging big data and business intelligence analytics tools.



OPTIMIZES MATCHING OF BUYERS AND SELLERS

Smart personalized presentation based on the users' historical, current, and planned commercial transactions coupled with the AxioScore™ driven multi-dimensional sorting and the platform's advanced search capabilities by product, service, and industry provides the ability to significantly optimize matching through targeted digital promotions as well as DPO-enabled tailored pricing delivered right at the point of purchase.



CREATES SUSTAINED CUSTOMER RETENTION

The fully integrated B2B platform provides digital tools to transform Unit Cost Timetable (UCT)-based Buy-Sell contract obligations into electronic performance metrics, monitored through smart contracts for users to reduce costs, ease access to finance and insurance as well as better connect with national and foreign markets to grow trade thereby facilitating continued use of the platform resulting in sustained customer retention.



GENERATES NEW MARKET OPPORTUNITIES

Point-to-world integration into the global value chains through a fully integrated B2B Digital Economy Platform allows businesses of all sizes in high, mid and low-income countries to digitally connect with national and foreign markets generating new market opportunities.



INCREASES THE CONVERSION RATIO

The AxioScore™ and DPO™ innovations coupled with the optimized matching and advanced search capabilities, among others, provides the ability to increase the conversion ratio from viewing a product or service to its acquisition.



VALUE PROPOSITION AXIOMARK® CHANNEL PARTNER

IMMENSE MARKET SIZE AND GLOBAL REACH

- Provides a comprehensive solution to penetrate the global USD 150 trillion B2B market projected to reach USD 337 trillion by 2030.
- Collaboration with a vast global deployment network encompassing the world's top 13 technology firms, e-finance and e-Insurance firms, 150 governments comprising 75% of the world's population through their pan-regional organizations and more than 26 IGOs/NGOs.

HIGH-GROWTH OPPORTUNITY AND UNIQUE BUSINESS MODEL

- Fully integrated B2B platform of global e-Commerce, e-Logistics, e-Insurance and e-Finance services digitally connecting millions of businesses world-wide with a projected revenue opportunity of USD 2.5 trillion by 2030.
- Several revenue streams including Online Advertising, E-Commerce Enablement as well as Research and Information Services fees.
- Cooperative partnership opportunity distributing AxioMark® pre-tax income to the global e-Commerce Channel Partners based on the revenue recognized from their registered users of the platform.

| Projected AxioMark® Total Revenues & Pre-Tax Income Channel Partner Pool (USD Millions) | | | | | |
|---|-------|--------|--------|---------|-----------|
| YEAR | 2022 | 2024 | 2026 | 2028 | 2030 |
| Total Revenues | 2,208 | 14,605 | 81,415 | 453,832 | 2,529,788 |
| Pre-Tax Income Channel Partner Pool | 523 | 3,463 | 19,302 | 107,592 | 599,750 |

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ROLES AND RESPONSIBILITIES OF AXIOMARK® PLATFORM OPERATIONS

| # | Responsibility | WLC® | WLCD | | Axiomark® Channel Partners |
|----|---------------------------------|------|------------------|-----------------|----------------------------|
| | | | Technology Dept. | Axiomark® Dept. | |
| 1 | Governance, Risk and Compliance | A | S | R | C |
| 2 | Technology Governance | A | R | S | C |
| 3 | Business Process Ownership | A | S | R | C |
| 4 | Market Research | I | S | R | C |
| 5 | Business Development | I | S | S | R |
| 6 | Research and Development | I | S | R | C |
| 7 | Product Development | I | R | A | C |
| 8 | Product Roadmap | A | R | S | C |
| 9 | Customer Engagement | I | S | S | R |
| 10 | Business Operations | I | S | R | R |
| 11 | Customer Support | I | S | R | R |
| 12 | User Community | I | S | S | R |

WLC® - WORLD LOGISTICS COUNCIL | WLCD - WORLD LOGISTICS COUNCIL DEVELOPMENT | CHANNEL PARTNERS - SELECTED AXIOMARK® E-COMMERCE CHANNEL PARTNERS.

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| RASIC Matrix Notations |
|------------------------|
| R - Responsible |
| A - Approves |
| S - Supports |
| I - Informed |
| C - Consulted |



AXIOMARK® CHANNEL PARTNER QUALIFICATIONS AND REQUIREMENTS

QUALIFICATIONS

- Share WLC® Vision and Values
- Well-established leading e-Commerce players globally
- Strong business development capabilities with sizeable customer base
- Financially sound and compliant with applicable rules and regulations
- Proven track-record of exemplary customer service with satisfied customer base
- Excellence in research and development, product innovations and market research
- Personnel competencies for performing Axiomark® Channel Partner roles and responsibilities

REQUIREMENTS

- Provide a documented short, mid and long-term business plan with clearly defined milestones
- Designate dedicated and qualified personnel for performing business development, customer engagement, business operations, customer support and user community responsibilities
- Assign competent personnel with necessary subject matter expertise in corporate and technology governance, business processes, market research, R&D, and product development
- Achieve agreed new user registration milestones and revenue targets
- Satisfactory performance of roles and responsibilities per Section IV



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GO-TO MARKET READINESS

The MDDEAS® and AxioMark® e-Commerce Platform will be deployed worldwide as a part of a global economic development program with a regional implementation plan supported by public and private organizations based on the following groundwork already completed:

Worldwide Patent

The MDDEAS® is built upon a catalogue of product and service innovations protected by a worldwide patent involving several claims.

Global Policy Adoption

The Council's participation at the G20/B20 Forums contributed to the G20 Leaders' adoption of the Digital Economy as a key policy directive towards re-energizing the global economy.

End-user Demand

94.5% of B2B participants representing nearly 80% of the world's GDP demand the MDDEAS®, confirmed by the G20 Nations Case Study performed with 90 G20 ministries, IGOs/NGOs, and private sector experts.

Technology Industry Commitment

11 of the world's top technology firms with revenues of USD 220 billion and 2.1 million manpower have signed exclusive agreements with the Council towards selection to develop and deploy the MDDEAS® including AxioMark® globally.

Center of Excellence Establishment

Supported by India's Prime Minister Office, Telangana State executed a preliminary agreement with the Council to host the E-Hub of the World under the protection of the United Nations, ensuring uninterrupted use of the MDDEAS®. In other words, access by all at all times.

Deployment Program

Agreements have been executed to initially deploy the MDDEAS® in India, Indonesia, Malaysia, Italy, United Kingdom and Germany (perennial #1 in trade efficiency).

National Adoption Agreements

More than 150 countries through their pan-regional organizations representing 75% of the world's population have executed strategic agreements to promote adoption of the MDDEAS®.



MDDEAS® PRODUCT ROADMAP AND TIMELINE

| Timeline in Months | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------|---|-----------------------|---|---|---|---|---|----------------|---|---|----|----|----|----|----|----|---|---|-----------------------------------|----------|----------|----|----|----|----|----------------------|----|----|----|----|----|----|----|----|----|----|----|
| # | Milestone Activity | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 |
| 1 | Finalize Technology Gateways | Engage Tech Gateways | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Finalize E-Hub Partners | Engage E-Hub Partners | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Platform Commercialization | | | | | | | P1 Development | | | | | | | | | P2 and P3 Development | | | | | | | | | | | | | | | | | | | | |
| 4 | Show Case (SC) BTL Platform Deployment | | | | | | | | | | | | | | | | | SC BTL#1 | SC BTL#2 | SC BTL#3 | SC BTL#4 | | | | | | | | | | | | | | | | |
| 5 | Business Development | | | | | | | | | | | | | | | | Business Development and Enroll End Users | | | | | | | | | | | | | | | | | | | | |
| 6 | Revenue Generation | | | | | | | | | | | | | | | | | | | | | | | | | Platform Operational | | | | | | | | | | | |
| 7 | Governance | | | | | | | | | | | | | | | | Finalize Regional Partners | | | | | | | | | | | | | | | | | | | | |
| 8 | Secure Axio Core Service & Channel Partners | | | | | | | | | | | | | | | | | Finalize e-Finance and e-Insurance Core Service and e-Commerce Channel Partners | | | | | | | | | | | | | | | | | | | |
| 9 | Data Center Operations | | | | | | | | | | | | | | | | | Cloud Hosting, Development, Testing, QA, Pre-Production | Production Go Live and Operations | | | | | | | | | | | | | | | | | | |

1. Finalize Technology Gateways

- Responsible for establishment and governance of MDDEAS® technology, application standards, and roll-out.
- Build APIs to integrate MDDEAS® with external systems for plug-in access.
- Undertake Business Development to enroll new users on the MDDEAS® platform.
- Participate in Revenue Sharing from their registered new user/customer base.

3. Platform Commercialization

- MDDEAS® is deployed in 3 Product Increments - P1, P2 and P3 over 18 months.
- The initial Product Increment P1 includes Minimally Viable Product (MVP) features with full functionality for the first Benchmark Trade Lane (BTL).
- Product Increments P2 and P3 are delivered to satisfy regional and new user requirements.

2. Finalize E-Hub Partners

- Finalize the selection of Public, Technology, and Academic organizations (E-Hub Core Triangle Partners).
- Responsible for building, maintaining and enhancing the MDDEAS® platform.

4. Show Case (SC) BTL Platform Deployment

- Deployment of MDDEAS® through four BTLs, one in each region of the world.
- Show Case events will be conducted for each BTL announcing the commercial availability of the platform and promoting its use to the end users.
- The first Show Case event for BTL1 is planned to commence in 16 months followed by three more BTL Show Case events.

MDDEAS® PRODUCT ROADMAP AND TIMELINE

(Continued)

5. Business Development

- The Axio Channel Partners, 12 Technology Gateways, Pan-regional Organizations and Industry Associations representing 75% of the world's population will promote the use of the MDDEAS® to B2B participants including the world's SMEs.
- Show Case events will be held across the regions to promote the platform adoption and present the benefits first-hand to the end customers triggering the viral marketing effect among the global value chain participants.

6. Revenue Generation

- MDDEAS® platform will start generating revenues from the first BTL deployment, when the first BTL participants will become the first platform users on AxioMark®, AxioFin®, and AxioIn™ platforms.

■ MDDEAS® operations are projected to break-even in about 20 months.

7. Governance

- Regional Council Partners (RCP) in each of the four regions; Asia, Americas, Europe and Middle East / Africa (MEA) provide governance representing their regional interests and offset any geopolitical, monopolistic and data privacy concerns.
- Each Regional Council will involve 7 semi-government organizations to be represented on the Regional Council Board of Directors.
- Technology Governance Board consisting of Technology Gateways, AxioFin®, AxioIn™ and AxioMark® representatives as well as World Logistics Council Development will oversee and govern MDDEAS® Technology and Application Standards, as well as the Application roll-out.

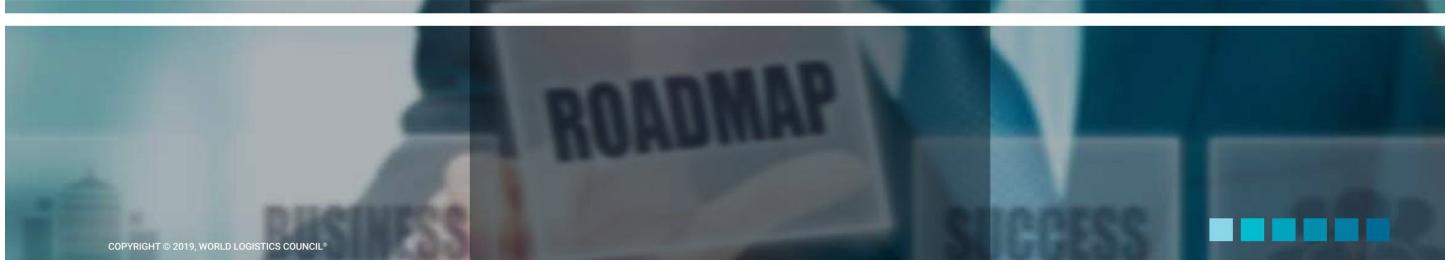
8. Secure Axio Core Service and Channel Partners

- Select world-leading e-Finance and e-Insurance firms as AxioFin® and AxioIn™ Core Service Partners, respectively. These Partners enroll banks and financial institutions as well as insurance firms and their end users on the platform.
- Axio Core Service Partners will recognize an equity increase and receive dividends based on the earnings generated from their platform operations.
- Select world's leading e-Commerce firms as AxioMark® Channel Partners from all the regions.
- AxioMark® Channel Partners receive a distribution of pre-tax income based on the revenues generated from their registered user-base in return for satisfactory fulfilment of their roles and responsibilities, as well as reaching the user enrollment and revenue generation targets.

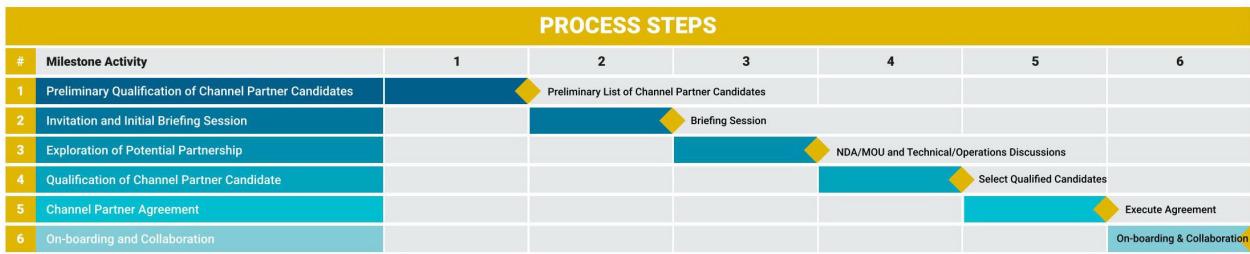
9. Data Center Operations

- MDDEAS® will be hosted in its own dedicated data center upon 5% B2B market penetration.
- Redundant data centers will be strategically located worldwide to provide disaster recovery, high availability, data redundancy, backup and fail-over as well as to comply with the applicable global data privacy and security rules and regulations.

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AXIOMARK® CHANNEL PARTNER ENGAGEMENT PROCESS



The Channel Partner engagement process consists of the following steps:

1. Preliminary Qualification of Channel Partner Candidates

- WLC® will perform a preliminary search and identification of prospective Channel Partner candidates.
- WLC® will gather information available in the public domain and shortlist potential candidates that meet the qualification criteria

2. Invitation and Initial Briefing Session

- Invitations will be sent to the prospective candidates to discuss potential partnership synergies.
- Convene a briefing session with Channel Partner candidates to share preliminary information, ideas, and partnership proposals.

3. Exploration of Potential Partnership

- Execute a Memorandum of Understanding (MOU), and Mutual Non-Disclosure Agreement (NDA) prior to sharing proprietary and confidential information.
- WLC® presents MDDEAS® technology, AxiomMark® platform capabilities, and Channel Partner value proposition.

4. Qualification of Channel Partner Candidate

- Channel Partner candidate presents its proposal to WLC® including a business plan demonstrating the candidate's qualifications and capabilities to perform its required responsibilities.
- WLC® evaluates Channel Partner candidate's credentials and determines the eligibility of the candidate to become a Channel Partner.

5. Channel Partner Agreement

- Enter into a Channel Partner Agreement defining the commercial and financial obligations.

6. On-boarding and Collaboration

- Complete Channel Partner on-boarding process.
- Periodically review and assess Channel Partner performance and business value creation.
- Identify opportunities for performance improvement and periodic evaluation for continuing partnership.



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To: salloum samuel(g.bird@gcel.net)
Subject: U.S. Trademark Application Serial No. 97119267 - AXIOMARK
Sent: August 25, 2022 07:06:41 AM EDT
Sent As: tmng.notices@uspto.gov

Attachments

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

U.S. Application Serial No. 97119267

Mark: AXIOMARK

Correspondence Address:
SALLOUM SAMUEL
15170 N. COMMERCE DR. DEARBORN, MI 48120
22700 GARRISON ST APT 1004, DEARBORN, MI
DEARBORN MI 48124 UNITED STATES

Applicant: salloum samuel

Reference/Docket No. N/A

Correspondence Email Address: g.bird@gcel.net

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 25, 2022

The referenced application has been reviewed by the assigned trademark examining attorney.

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.

Applicant must respond timely and completely to the issue(s) below to enable further prosecution of the application. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Specimen(s) lack(s) references to the services

Specimen does not show direct association between mark and services. Registration is refused because the specimen does not show a direct association between the mark and the services and fails to show the applied-for mark as actually used in commerce with the identified services in International Class(es) 35 and 42. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a), (b)(2); TMEP §§904, 904.07(a), 1301.04(f)(ii), (g)(i). An application based on Trademark Act Section 1(a) must include a specimen showing the applied-for mark as actually used in commerce for each international class of services identified in the application or amendment to allege use. 15 U.S.C. §1051(a)(1); 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

When determining whether a mark is used in connection with the services in the application, a key consideration is the perception of the user. *In re JobDiva, Inc.*, 843 F.3d 936, 942, 121 USPQ2d 1122, 1126 (Fed. Cir. 2016) (citing *Lens.com, Inc. v. 1-800 Contacts, Inc.*, 686 F.3d 1376, 1381-82, 103 USPQ2d 1672, 1676 (Fed Cir. 2012)). A specimen must show the mark used in a way that would create in the minds of potential consumers a sufficient nexus or direct association between the mark and the services being offered. See 37 C.F.R. §2.56(b)(2); *In re Universal Oil Prods. Co.*, 476 F.2d 653, 655, 177 USPQ2d 456, 457 (C.C.P.A. 1973); TMEP §1301.04(f)(ii).

To show a direct association, specimens consisting of advertising or promotional materials must (1) explicitly reference the services and (2) show the mark used to identify the services and their source. *In re The Cardio Grp., LLC*, 2019 USPQ2d 227232, at *2 (TTAB 2019) (quoting *In re WAY Media, LLC*, 118 USPQ2d 1697, 1698 (TTAB 2016)); TMEP §1301.04(f)(ii). Although the exact nature of the services does not need to be specified in the specimen, there must be something that creates in the mind of the purchaser an association between the mark and the services. *In re Adair*, 45 USPQ2d 1211, 1215 (TTAB 1997) (quoting *In re Johnson Controls Inc.*, 33 USPQ2d 1318, 1320 (TTAB 1994)).

In the present case, the specimen does not show a direct association between the mark and services in that the mark is used among a series of other marks without any context. Viewing the entirety of the specimen(s), a consumer would not be able to discern or associate the mark AXIOMARK with any advertising or hosting of a server services. As such, the specimens fail to demonstrate proper use.

Examples of specimens. Specimens for services must show a direct association between the mark and the services and include: (1) copies of advertising and marketing material, (2) a photograph of business signage or billboards, or (3) materials showing the mark in the sale, rendering, or advertising of the services. See 37 C.F.R. §2.56(b)(2), (c); TMEP §1301.04(a), (h)(iv)(C). Any webpage printout or screenshot submitted as a specimen must include the webpage's URL and the date it was accessed or printed on the specimen itself, within the TEAS form that submits the specimen, or in a verified statement under 37 C.F.R. §2.20 or 28 U.S.C. §1746 in a later-filed response. See 37 C.F.R. §2.56(c); TMEP §§904.03(i), 1301.04(a).

Response options. Applicant may respond to this refusal by satisfying one of the following for each applicable international class:

- (1) Submit a different specimen (a verified “[substitute](#)” specimen) that (a) was

in actual use in commerce at least as early as the filing date of the application or prior to the filing of an amendment to allege use and (b) shows the mark in actual use in commerce for the services identified in the application or amendment to allege use. A “verified substitute specimen” is a specimen that is accompanied by the following statement made in a signed affidavit or supported by a declaration under 37 C.F.R. §2.20: “The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application or prior to the filing of the amendment to allege use.” The substitute specimen cannot be accepted without this statement.

(2) Amend the filing basis to [intent to use under Section 1\(b\)](#) (which includes withdrawing an amendment to allege use, if one was filed), as no specimen is required before publication. This option will later necessitate additional fee(s) and filing requirements, including a specimen.

For an overview of the response options referenced above and instructions on how to satisfy these options using the online Trademark Electronic Application System (TEAS) form, see the [Specimen webpage](#).

Advisories

Applicant is advised of the following issues.

Translation

Applicant’s English translation of literal portion of the mark in the application is unnecessary because this term appears to be arbitrary. TMEP §809.01(b)(i); *see* 37 C.F.R. §2.32(a)(9). The USPTO will disregard the translation; it will not be published on any registration certificate that may issue from this application. TMEP §809.03.

Disclaimer

Applicant has disclaimed the entire applied-for mark; however, an entire mark may not be disclaimed. TMEP §1213.06; *see* 15 U.S.C. §1056(a); *In re Dena Corp. v. Belvedere Int’l Inc.*, 950 F.2d 1555, 1560, 21 USPQ2d 1047, 1051 (Fed. Cir. 1991); *In re JT Tobacconists*, 59 USPQ2d 1080, 1081 n.1 (TTAB 2001). Accordingly, the disclaimer is not accepted and will not be entered into the USPTO’s database. *See* TMEP §714.05(a).

Prior registration

Applicant’s claim of ownership of U.S. Registration No. 4657295 will not be published on any registration which may issue from this application because USPTO records show that the claimed registration is cancelled. Only claims of ownership of active registrations are published. *See* 37 C.F.R. §2.36; TMEP §812.

Response guidelines

Applicant should include the following information on all correspondence with the Office: (1) the name and law office number of the trademark examining attorney, (2) the serial number and filing date of the application, (3) the date of issuance of this Office action, (4) applicant’s name, address, telephone

number and e-mail address (if applicable), and (5) the mark. 37 C.F.R. §2.194(b)(1); TMEP §302.03(a).

If applicant does not respond to this Office action within six months of the issue/mailing date, or responds by expressly abandoning the application, the application process will end and the trademark will fail to register. See 15 U.S.C. §1062(b); 37 C.F.R. §§2.65(a), 2.68(a); TMEP §§718.01, 718.02. Additionally, the USPTO will not refund the application filing fee, which is a required processing fee. See 37 C.F.R. §§2.6(a)(1)(i)-(iv), 2.209(a); TMEP §405.04.

When an application has abandoned for failure to respond to an Office action, an applicant may timely file a petition to revive the application, which, if granted, would allow the application to return to active status. See 37 C.F.R. §2.66; TMEP §1714. The petition must be filed within two months of the date of issuance of the notice of abandonment and may be filed online via the Trademark Electronic Application System (TEAS) with a \$100 fee. See 37 C.F.R. §§2.6(a)(15)(ii), 2.66(a)(1), (b)(1).

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

/K. Margaret Le/
K. Margaret Le
(571) 272-9456
margaret.le@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.

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. 97119267

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.

User: Khuong Le

**Statistics for Case
97119267**

| # | Search | Total Marks | Dead Marks | Live Viewed Docs | Live Viewed Images | Status/Search Duration |
|----------|--|-------------|------------|------------------|--------------------|------------------------|
| 1 | 97119267[sn] | 1 | 0 | 0 | 0 | 0:00 |
| 2 | *ax{"iye"}o*[bi,ti] and live[lid] | 474 | 0 | 0 | 0 | 0:03 |
| 3 | *mar{"ckqx"}*[bi,ti] and live[lid] | 150647 | 0 | 0 | 0 | 0:03 |
| 4 | 2 and 3 | 15 | 0 | 9 | 9 | 0:00 |
| 5 | *a{"ckqx"}\${"iye"}\$mar*[bi,ti] and live[lid] | 65 | 0 | 8 | 8 | 0:02 |

Session started 08/25/2022 6:46 am

Session ended 08/25/2022 6:49 am

Total search duration 8.00

Session duration 3 minutes 10 seconds

Adjacency Level 1

Near Level 1