

To: Jana Sloane(jana@sloaneandsloane.com)
Subject: U.S. Trademark Application Serial No. 97120470 - CC THE COMPANY CONNECT
Sent: August 24, 2022 02:53:52 PM EDT
Sent As: tmng.notices@uspto.gov

Attachments

[screenshot-www-ahdictionary-com-word-search-html-16613645698591](#)

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

U.S. Application Serial No. 97120470

Mark: CC THE COMPANY CONNECT

Correspondence Address:

JANA SLOANE
535 BRIARFIELD XING
MARIETTA GA 30066 UNITED STATES

Applicant: THE COMPANY CONNECT LLC

Reference/Docket No. N/A

Correspondence Email Address: jana@sloaneandsloane.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 24, 2022

INTRODUCTION

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 OFFICE'S DATABASE OF MARKS

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

SUMMARY OF ISSUES:

- REQUIREMENT - MARK DESCRIPTION
- REQUIREMENT - DISCLAIMER

REQUIREMENT - MARK DESCRIPTION

Applicant must submit an amended description of the mark because the current one is incomplete and does not describe all the significant aspects of the mark, in particular, the arrangement of the double "C" letter combination. 37 C.F.R. §2.37; *see* TMEP §§808.01, 808.02. Descriptions must be accurate and identify all the literal and design elements in the mark. *See* 37 C.F.R. §2.37; TMEP §§808 *et seq.*

The following description is suggested, if accurate: **The mark consists of the stylized lettering "CC" where the letters are joined by the design of a horizontally positioned electrical cable with plugs on each end and the second letter "C" contains a gap through which the electrical cable extends. Underneath the "CC" lettering is the stylized wording "COMPANY CONNECT" with the word "THE" appearing above the word "COMPANY" and to the left of the "CC" letters.**

REQUIREMENT - DISCLAIMER

Applicant must disclaim the wording "COMPANY" because it is merely descriptive of a feature of applicant's 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).

The attached evidence from *The American Heritage Dictionary* shows this wording means "a business enterprise." Wording that describes an intended user or group of users of a product or service is merely descriptive. *E.g.*, *In re Planalytics, Inc.*, 70 USPQ2d 1453 (TTAB 2004) (holding GASBUYER merely descriptive of intended user of risk management services in the field of pricing and purchasing natural gas); *In re Camel Mfg. Co.*, 222 USPQ 1031 (TTAB 1984) (holding MOUNTAIN CAMPER merely descriptive of intended users of retail and mail order services in the field of outdoor equipment and apparel); *see* TMEP §1209.03(i). The applied-for services are "credit counseling services" and thus, the wording merely describes that applicant's services are intended to be used by business enterprises.

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

No claim is made to the exclusive right to use "COMPANY" 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](#).

CONCLUSION

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.

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant’s rights. *See* TMEP §§705.02, 709.06.

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

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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.



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HOW TO USE THE DICTIONARY

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.

Some compound words (like *bus rapid transit*, *dog whistle*, or *identity theft*) don't appear on the drop-down list when you type them in the search bar. For best results with compound words, place a quotation mark before the compound word in the search window.

[GUIDE TO THE DICTIONARY](#)

THE USAGE PANEL

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](#)**com·pa·ny** (kəm'pə-nē)Share: [Twitter](#)n. pl. **com·pa·nies**

1. A group of persons: a company of scientists.

2.

a. One's companions or associates: moved in fast company; is known by the company she keeps.

b. A guest or guests; had company for the weekend.

c. The state of friendly companionship; fellowship: was grateful for her company; friends who finally parted company.

3.

a. A business enterprise; a firm.

b. A partner or partners not specifically named in a firm's title: Lee Rogers and Company.

4. A troupe of dramatic or musical performers: a repertory company.

5.

a. A subdivision of a military regiment or battalion that constitutes the lowest administrative unit. It is usually under the command of a captain and is made up of at least two platoons.

b. A unit of firefighters.

6. A ship's crew and officers. See Usage Note at collective noun.

v. **com·pa·nied**, **com·pa·ny·ing**, **com·pa·nies**

v.tr.

To accompany or associate with.

v.intr.

To keep company with someone; associate.

[Middle English *compainie*, from Old French *compaignie*, from Vulgar Latin **compānia*, from **compāniō*, companion; see COMPANION¹.]

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*This website is best viewed in Chrome, Firefox, Microsoft Edge, or Safari. Some characters in pronunciation and etymologies cannot be displayed properly in Internet Explorer.

United States Patent and Trademark Office (USPTO)

USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued
on August 24, 2022 for
U.S. Trademark Application Serial No. 97120470

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:soehrlein ***

#	Total	Dead	Live	Live	Status/	Search
	Marks	Marks	Viewed	Viewed	Search	
			Docs	Images	Duration	
01	1	0	1	1	0:01	97120470
02	1	N/A	1	1	0:02	"THE COMPANY CONNECT"[ON]
03	4086650	N/A	0	0	0:02	"036"[CC]
04	4086650	N/A	0	0	0:02	"036"[CC]
05	539936	N/A	0	0	0:02	"036"[IC] ("a" "B" "200")[ic]
06	1195470	N/A	0	0	0:02	"035"[IC] ("a" "B" "200")[ic]
07	30442	N/A	0	0	0:02	("C C" *CC*)[bi,ti] not dead[ld]
08	20363	N/A	0	0	0:02	*COMPANY*[bi,ti] not dead[ld]
09	10485	N/A	0	0	0:02	*CONNECT*[bi,ti] not dead[ld]
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12	10830	N/A	0	0	0:03	*{"CKQX"1:2}{V0:2}{ "n"1:2}{V0:2}{ "CKQX"1:2}T*[bi,ti] not dead[ld]
13	21691	N/A	0	0	0:01	11 AND 10
14	68	N/A	1	1	0:01	11 AND 9
15	47	0	16	47	0:01	(4 AND 14)
16	21	0	11	21	0:01	14 NOT 15
17	2	0	2	2	0:01	(10 AND 12) NOT (14)
18	70	0	29	70	0:01	(10 AND 12)
19	509	N/A	2	21	0:01	7 AND (11 9)
20	505	N/A	0	3	0:01	19 NOT 18
21	333	N/A	1	2	0:01	(4 AND 20)
22	62	0	15	62	0:01	(5 AND 20)
23	271	0	15	271	0:01	(3 AND 20) NOT (22)
24	172	0	18	172	0:01	(20) NOT (22 23)
25	517	N/A	0	1	0:01	7 AND (10 12)
26	8	0	8	8	0:01	25 NOT 19
27	105	0	17	105	0:03	(*THECOMPAN* "THE COMPANY" "THE COMPANIES")[bi,ti] not dead[ld]
28	919	N/A	0	1	0:01	(5 AND 12) NOT (18 25)
29	919	0	13	919	0:01	(5 AND 12) NOT (18 25)
30	323	N/A	0	1	0:01	(CREDIT\$[gs] not dead[ld]) AND (10 12)
31	312	0	17	312	0:02	(30) NOT (18 25)
32	821	0	5	821	0:01	(29) NOT (18 25 31)

Session started 8/24/2022 2:40:31 PM

Session finished 8/24/2022 2:53:13 PM

Total search duration 1 minutes 0 seconds

Session duration 12 minutes 42 seconds

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02	1	0	1	1	0:03	"THE COMPANY CONNECT"
03	4086650	N/A	0	0	0:02	"036"[CC]
04	539936	N/A	0	0	0:03	"036"[IC] ("a" "B" "200")[ic]
05	1195470	N/A	0	0	0:02	"035"[IC] ("a" "B" "200")[ic]
06	1137	N/A	0	0	0:02	(140103 CABLE)[DC] not dead[ld]
07	17495	N/A	0	0	0:01	(260103 INC CIRCLE)[DC] not dead[ld]
08	12811	N/A	0	0	0:01	(260113 2CIRCLES)[DC] not dead[ld]
09	37925	N/A	0	0	0:01	(270301 GEOLETTERS)[DC] not dead[ld]
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11	30074	N/A	0	0	0:02	*cc*[bi,ti] not dead[ld]
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13	1199	N/A	0	0	0:02	cc[bi,ti] not dead[ld]
14	9	0	3	9	0:01	(6 AND (11 12 13)) NOT (10)
15	15970	N/A	0	0	0:01	(3 AND (11 12 13)) NOT (10 14)
16	492	0	14	492	0:01	(3 AND (6)) NOT (10 14)
17	117	0	45	117	0:01	(4 AND (12 13))
18	223	0	7	223	0:01	(5 AND (12 13)) NOT (17)
19	400	0	26	400	0:01	(3 AND (12 13)) NOT (17 18)
20	167	0	14	167	0:01	((("009" "016")[IC] AND (12 13)) NOT (17 18 19)
21	2756	N/A	0	10	0:01	(4 AND 11) NOT (17 18 19 20)
22	3112	N/A	6	51	0:02	cc*[bi,ti] not dead[ld]
23	262	0	14	262	0:01	(4 AND 22) NOT (17 18 19 20)
24	13	0	13	13	0:02	(CREDIT\$[gs] AND 22) NOT (17 18 19 20 23)
25	292	0	19	292	0:01	(CREDIT\$[gs] AND 21) NOT (17 18 19 20 23 24)
26	226	0	17	226	0:01	(5 AND 22) NOT (17 18 19 20 23 24 25)
27	567	0	17	567	0:01	(6) NOT (10 14 16)
28	89	0	11	89	0:01	7 AND 8 AND 9
29	2464	N/A	0	0	0:01	((7 8) AND 9) NOT (28)
30	48	0	9	48	0:01	(11 12) AND 29
31	148	0	13	148	0:01	(4 AND ((7 8) AND 9)) NOT (28 30)
32	1189	N/A	0	0	0:01	((("042" "035" "009" "041" "016")[IC] AND ((7 8) AND 9)) NOT (28 30 31)
33	600	0	14	600	0:01	((("042" "035") [IC] AND ((7 8) AND 9)) NOT (28 30 31)
34	473	N/A	0	0	0:01	32 AND *c*[bi,ti] not dead[ld]
35	211	0	7	211	0:01	34 NOT 33

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Session finished 8/24/2022 2:36:49 PM

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