

To: Alyce Zawacki(alyce@attorneyforcreatives.com)
Subject: U.S. Trademark Application Serial No. 97120474 - STATE OF THE ART ACADEMY
Sent: August 23, 2022 10:51:47 AM EDT
Sent As: tmng.notices@uspto.gov

Attachments

Exhibit A

[3147701](#)

Exhibit B

[screencapture-clarius-com-webinar-ultrasound-in-facial-aesthetics-vascular-mapping-evaluating-filters-and-complications-16612642057491](#)
[screencapture-clarius-com-ultrasound-webinars-16612642365231](#)
[screencapture-www-uclahealth-org-medical-services-surgery-plastic-surgery-patient-resources-webinars-16612642853971](#)
[screencapture-www-uclahealth-org-heart-webinars-16612643153101](#)
[screencapture-plasticsurgery-stanford-edu-education-review-course-html-16612643430651](#)
[screencapture-med-stanford-edu-radiology-education-html-16612643612921](#)
[screencapture-www-osler-org-plastic-surgery-16612643771561](#)
[screencapture-www-osler-org-product-radiation-oncology-online-review-16612644000611](#)
[screencapture-www-butterflynetwork-com-webinar-16612644232081](#)
[screencapture-www-butterflynetwork-com-resource-integrating-ultrasound-into-your-plastic-surgery-practice-16612644589911](#)

Exhibit C

[screencapture-www-lexico-com-en-definition-state_of_the_art-16612652342701](#)
[screencapture-www-lexico-com-en-definition-academy-16612652661281](#)
[ISCG1.JPG](#)
[ISCG2.JPG](#)
[screencapture-www-brunobrownplasticsurgery-com-16612654568331](#)
[screencapture-www-lifebridgehealth-org-Northwest-TheCosmeticSurgeryCenteratNorthwestHospital-aspx-16612655011091](#)
[screencapture-www-cosmeticsurgery-org-page-WebClinics-2021-lip-16612655126371](#)
[screencapture-www-imcas-com-en-academy-webinar-buttock-augmentation-state-of-the-art-16612655282261](#)
[screencapture-calcosmeticsurgery-org-16612655453931](#)
[screencapture-www-cosmeticsurgery-org-16612655644971](#)
[screencapture-waocs-org-16612655981421](#)

Exhibit D

[90767458](#)

U.S. Application Serial No. 97120474

Mark: STATE OF THE ART ACADEMY

Correspondence Address:

ALYCE ZAWACKI
ALYCE ZAWACKI LAW, PLLC
PO BOX 41421
AUSTIN TX 78704 UNITED STATES

Applicant: DE CASTRO ROCHA WITHERSPOON, ANA CAROLINA

Reference/Docket No. N/A

Correspondence Email Address: alyce@attorneyforcreatives.com

NONFINAL OFFICE ACTION

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

Issue date: August 23, 2022

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

SUMMARY OF ISSUES:

- Section 2(d) - Likelihood of Confusion
- Section 2(e)(1) - Merely Descriptive
- Prior-Filed Application

Registration Refused - Section 2(d) Likelihood of Confusion

Registration of the applied-for mark is refused because of a likelihood of confusion with the mark in U.S. Registration No. 3147701. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the attached registration ("Exhibit A").

The applied-for mark is "**STATE OF THE ART ACADEMY**" in standard characters for "**Education services, namely, providing live and on-line courses in the field of surgical and non-surgical cosmetic procedures; Education services, namely, providing non-downloadable webinars in the field of surgical and non-surgical cosmetic procedures; Education services, namely, providing panel discussions in the field of surgical and non-surgical cosmetic procedures; Educational**

services, namely, providing educational speakers in the field of surgical and non-surgical cosmetic procedures; Educational services, namely, providing continuing professional education courses in the field of surgical and non-surgical cosmetic procedures; Educational services, namely, developing, arranging, and conducting educational conferences and programs and providing courses of instruction in the field of surgical and non-surgical cosmetic procedures; Educational services, namely, conducting informal on-line programs in the fields of surgical and non-surgical cosmetic procedures, and printable materials distributed therewith; Providing a web site that features informal instruction on surgical and non-surgical cosmetic procedures" in International Class 41.

The registered mark is "**STATE-OF-THE-ART ECHOCARDIOGRAPHY**" in standard characters for "**Educational services, namely training services and conducting conferences, classes, seminars and workshops in the field of cardiology, echocardiography, medical imaging and diagnostics**" in International Class 41.

In this case, the following factors are the most relevant: similarity of the marks, similarity and nature of the services, and similarity of the trade channels of the services. *See In re Viterra Inc.*, 671 F.3d 1358, 1361-62, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012); TMEP §§1207.01 et seq.

Comparison of Marks

Marks are compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 USPQ2d 1157, 1160 (Fed. Cir. 2014); TMEP §1207.01(b)-(b)(v). "Similarity in any one of these elements may be sufficient to find the marks confusingly similar." *In re Inn at St. John's, LLC*, 126 USPQ2d 1742, 1746 (TTAB 2018) (citing *In re Davia*, 110 USPQ2d 1810, 1812 (TTAB 2014)), *aff'd per curiam*, 777 F. App'x 516, 2019 BL 343921 (Fed. Cir. 2019); TMEP §1207.01(b).

In this instance, the applied-for mark "STATE OF THE ART ACADEMY" and the registered mark "STATE-OF-THE-ART ECHOCARDIOGRAPHY" begin with the similar phrases "STATE OF THE ART" and "STATE-OF-THE-ART". The phrases are identical except for a slight difference in appearance between registrant's mark, which depicts the wording a compound word with hyphens separating the words, that is, "STATE-OF-THE-ART"; and applicant's mark, which depicts the phrase as multiple words with space separating the words, that is, "STATE OF THE ART". As such, the marks are identical in sound and virtually identical in appearance, and are thus confusingly similar for the purposes of determining likelihood of confusion. *See, e.g., Seaguard Corp. v. Seaward Int'l, Inc.*, 223 USPQ 48, 51 (TTAB 1984) ("[T]he marks 'SEAGUARD' and 'SEA GUARD' are, in contemplation of law, identical [internal citation omitted].").

The inclusion of the term "ACADEMY" in the applied-for mark and "ECHOCARDIOGRAPHY" in the registered mark does not obviate the likelihood of confusion. Consumers are generally more inclined to focus on the first portion of wording in any service mark. *See In re Detroit Athletic Co.*, 903 F.3d 1297, 1303, 128 USPQ2d 1047, 1049 (Fed. Cir. 2018) (finding "the identity of the marks' two initial words is particularly significant because consumers typically notice those words first"). The first portion of each mark is the phonetically identical phrases "STATE OF THE ART" and "STATE-OF-THE-ART".

Based on the foregoing, the applied-for mark and registered mark are sufficiently similar to find a likelihood of confusion.

Comparison of Services

The compared services need not be identical or even competitive to find a likelihood of confusion. *See On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086, 56 USPQ2d 1471, 1475 (Fed. Cir. 2000); TMEP §1207.01(a)(i). They need only be “related in some manner and/or if the circumstances surrounding their marketing are such that they could give rise to the mistaken belief that [the services] emanate from the same source.” *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369, 101 USPQ2d 1713, 1722 (Fed. Cir. 2012) (quoting *7-Eleven Inc. v. Wechsler*, 83 USPQ2d 1715, 1724 (TTAB 2007)); TMEP §1207.01(a)(i).

Here, the services at issue are related because the services commonly emanate from the same commercial entity. In support thereof, the examining attorney has attached Internet evidence from providers of medical education ("Exhibit B"). This evidence establishes that the same entity, such as Stanford Health, commonly provides courses, webinars, and educational training on a variety of medical topics, including cosmetic plastic surgery and medical imaging, under the same mark, which are marketed and provided through the same trade channels to medical professionals.

Thus, the services of the applicant and registrant are considered related for likelihood of confusion purposes. *See, e.g., In re Davey Prods. Pty Ltd.*, 92 USPQ2d 1198, 1202-04 (TTAB 2009).

Conclusion

Because the applied-for mark and the registered mark are similar and the services are related, registration is refused for a likelihood of confusion under Section 2(d).

Applicant should note the following additional ground for refusal.

Registration Refused - Section 2(e)(1) Merely Descriptive

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

The applied-for mark is "**STATE OF THE ART ACADEMY**" in standard characters for "**Education services, namely, providing live and on-line courses in the field of surgical and non-surgical cosmetic procedures; Education services, namely, providing non-downloadable webinars in the field of surgical and non-surgical cosmetic procedures; Education services, namely, providing panel discussions in the field of surgical and non-surgical cosmetic procedures; Educational services, namely, providing educational speakers in the field of surgical and non-surgical cosmetic procedures; Educational services, namely, providing continuing professional education courses in the field of surgical and non-surgical cosmetic procedures; Educational services, namely, developing, arranging, and conducting educational conferences and programs and providing courses of instruction in the field of surgical and non-surgical cosmetic procedures; Educational services, namely, conducting informal on-line programs in the fields of surgical and non-surgical cosmetic procedures, and printable materials distributed therewith; Providing a web site that features informal instruction on surgical and non-surgical cosmetic procedures**" in International Class 41.

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).

The determination of whether a mark is merely descriptive is made in relation to an applicant's 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); 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).

In the present case, the applicant's mark is merely descriptive of its services. The Oxford University Press defines "STATE OF THE ART" and "ACADEMY" as incorporating the latest technology, ideas, and features and a place of training or study in particular field, respectively ("Exhibit C"). In the context of the applicant's services, this describes a characteristic and the nature thereof, namely, the applicant is providing a place of training and study on the latest technology and techniques in the field of cosmetic surgery. The descriptive nature of the wording is demonstrated by the attached evidence from providers of cosmetic surgery services and training related thereto, which use "STATE OF THE ART" to identify techniques and technology that are the most intended to recent in that field and "ACADEMY" to indicate that the nature of the organon is one that provides study and training ("Exhibit D").

Generally, if the individual components of a mark retain their descriptive meaning in relation to the 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); 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).

Only where the combination of descriptive terms creates a unitary mark with a unique, incongruous, or otherwise nondescriptive meaning in relation to the services is the combined mark registrable. *See In re Omniome, Inc.*, 2020 USPQ2d 3222, at *4 (TTAB 2019).

In this case, both the individual components and the composite result are descriptive of applicant's services and do not create a unique, incongruous, or nondescriptive meaning in relation to the services. Specifically, whether viewed individually or as a composite result, the wording in the applied-for mark conveys that the applicant provides training on the latest techniques and technology in the field of cosmetic surgery.

Therefore, the applied-for mark is merely descriptive of the applicant's services and registration is refused under Section 2(e)(1).

Advisory: Supplemental Register

Although an amendment to the Supplemental Register would be an appropriate response to this refusal(s) 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.

Although registration on the Supplemental Register does not afford all the benefits of registration on the Principal Register, it does provide the following advantages to the registrant:

- (1) Use of the registration symbol ® with the registered mark in connection with the designated goods and/or services, which provides public notice of the registration and potentially deters third parties from using confusingly similar marks.
- (2) Inclusion of the registered mark in the USPTO's database of registered and pending marks, which will (a) make it easier for third parties to find it in trademark search reports, (b) provide public notice of the registration, and thus (c) potentially deter third parties from using confusingly similar marks.
- (3) Use of the registration by a USPTO trademark examining attorney as a bar to registering confusingly similar marks in applications filed by third parties.
- (4) Use of the registration as a basis to bring suit for trademark infringement in federal court, which, although more costly than state court, means judges with more trademark experience, often faster adjudications, and the opportunity to seek an injunction, actual damages, and attorneys' fees and costs.
- (5) Use of the registration as a filing basis for a trademark application for registration in certain foreign countries, in accordance with international treaties.

See 15 U.S.C. §§1052(d), 1091, 1094; J. Thomas McCarthy, *McCarthy on Trademarks & Unfair Competition* §§19:33, 19:37 (rev. 4th ed. Supp. 2017).

Applicant is advised that, if an acceptable allegation of use and an amendment to the Supplemental Register are filed, applicant must keep the disclaimer for "ACADEMY" because such wording appears to be generic in the context of applicant's 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).

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 refusals by submitting evidence and arguments in support of registration.

Prior-Filed Application

The filing date of pending U.S. Application Serial No. 90767458 precedes applicant's filing date. See attached referenced application ("Exhibit D"). If the mark in the referenced application registers, applicant's mark may be refused registration under Trademark Act Section 2(d) because of a likelihood of confusion between the two marks. *See* 15 U.S.C. §1052(d); 37 C.F.R. §2.83; TMEP §§1208 *et seq.* Therefore, upon receipt of applicant's response to this Office action, action on this application may be suspended pending final disposition of the earlier-filed referenced application.

In response to this Office action, applicant may present arguments in support of registration by addressing the issue of the potential conflict between applicant's mark and the mark in the referenced application. Applicant's election not to submit arguments at this time in no way limits applicant's right to address this issue later if a refusal under Section 2(d) issues. **However, the applicant must address the other issues raised in this Office action.**

Response Guidelines

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 refusals 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.*

If the applicant has any questions or requires assistance in responding to this Office action, please telephone the assigned examining attorney.

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

/Thomas Young/
(571) 272-5152
thomas.young@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.

(4) STANDARD CHARACTER MARK

STATE-OF-THE-ART
ECHOCARDIOGRAPHY

Mark Punctuated

STATE-OF-THE-ART ECHOCARDIOGRAPHY

Translation

Goods/Services

- IC 041. US 100 101 107.G & S: Educational Services, namely training services and conducting conferences, classes, seminars and workshops in the field of cardiology, echocardiography, medical imaging and diagnostics. FIRST USE: 19870228. FIRST USE IN COMMERCE: 19870228

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number

78574747

Filing Date

20050224

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

20060704

Registration Number

3147701

Date Registered

20060926

Owner

(REGISTRANT) UltraEcho, Ltd. NON-PROFIT CORPORATION MINNESOTA 2714 Briar Court SW Rochester MINNESOTA 55902 (LAST LISTED OWNER) AMERICAN SOCIETY OF ECHOCARDIOGRAPHY CORPORATION INDIANA Suite 450 2530 Meridian Parkway Durham NORTH CAROLINA 27713

Priority Date

Disclaimer Statement

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

Description of Mark

Type of Mark

SERVICE MARK

Register

PRINCIPAL-2(F)

Live Dead Indicator

LIVE

Attorney of Record

Mark K. Suri



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In this 1-hour webinar, you'll discover how easy and affordable it is to add wireless ultrasound to your cosmetic clinic or plastic surgery practice. We'll explore:

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- Vascular mapping to confirm the location, size and depth of arteries
- How to identify and characterize previously placed fillers
- Guiding injections to dissolve HA fillers and placing steroids in granulomas

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Help

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Vascular anatomy varies from face to face. Luckily, by using ultrasound for vascular mapping it takes just minutes to eliminate the risk of intravascular injections (which can otherwise lead to embolization in the central retinal artery, deprive the retina of oxygen and cause irreversible blindness).

Join international lecturer, physician trainer and researcher Dr. Steven F. Weiner, MD as he teaches how to use wireless ultrasound to build a facial vascular map of your next patient in just 5 minutes. He'll explain how this critical step upfront eliminates the risks of intravascular injections for the first and all subsequent treatments. With high definition visualization of the skin, muscles, vessels and fascia, you'll gain confidence in your needle placement.

Dr. Weiner will also show you how to locate previously placed fillers and visualize their composition. You'll learn how to use ultrasound to characterize filler complications, including granuloma, nodule, abscess, hematoma, infection and vascular occlusion. Finally, he'll explain how to use ultrasound images to guide injections when treating complications with hyaluronidase (to dissolve HA filler) or steroid injections into granulomas.

The industry has been injecting "blindly" for decades. Now, with the miniaturization of high definition ultrasound and advances in artificial intelligence, learning and using handheld ultrasound imaging is fast, affordable and easy. It's time to take off the blindfold to gain a competitive edge, impress patients and keep cosmetic injections accurate and safe. Don't be left blindsided – register today!



Otolaryngology, Head and Neck Surgeon | Specializing in Facial Plastic Surgery

Dr. Steven F. Weiner, MD

Dr. Steven F. Weiner is a Board Certified, Head, Neck, and Facial Plastic Surgeon. After graduating from U.C.L.A., he completed Medical School at the University of Michigan. He interned and spent his residency at The Johns Hopkins Hospital where he became an instructor for 2 years in the Department of Head and Neck Surgery/Facial Plastic Surgery. Dr. Weiner established his private practice in Thomasville, Georgia with great success for 10 years before envisioning the future of cosmetic procedures as non-surgical. In 2005, he "laid down his scalpel," concentrating 100% of his efforts in non-invasive and minimally invasive cosmetic procedures by founding The Aesthetic Clinique. Dr. Weiner maintains an extensive lecturing and teaching schedule. He is a frequent speaker at international conferences in Europe, Asia, Australia and South America. Dr. Weiner is one of the top physician trainers for Galderma and participates in their "Train the Trainer" where he trains the Galderma trainers. He has been invited to several advisory boards, including Galderma, Revance, Lutronic, Suneva, and Allergan. His areas of expertise are: acne scar revision, fillers using blunt microcannulas, ultrasound of the face, and RF Microneedling.



Emergency Physician

Oron Frenkel, M.D., M.S.

Dr. Oron Frenkel completed his MS and MD simultaneously at the University of California Joint Medical Program in Berkeley and San Francisco, completing his residency in Emergency Medicine followed by a fellowship in Point-of-Care Ultrasound at Alameda County Medical Center in Oakland, California. He moved to British Columbia with the goal of increasing use of point-of-care ultrasound across the province, especially among rural practitioners. An avid educator, Dr. Frenkel is constantly evaluating the best teaching methods for disseminating this technology, how to measure competency in its practice, and its effects on outcomes for individual patients. Dr. Frenkel serves as Chairman of the Clarius Medical Advisory Board.

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**Specialty**

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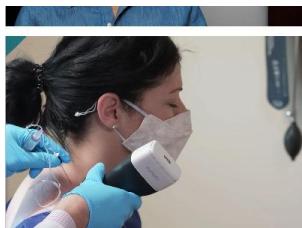
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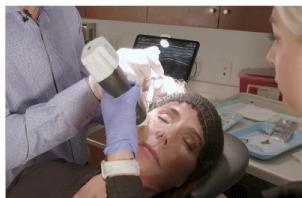


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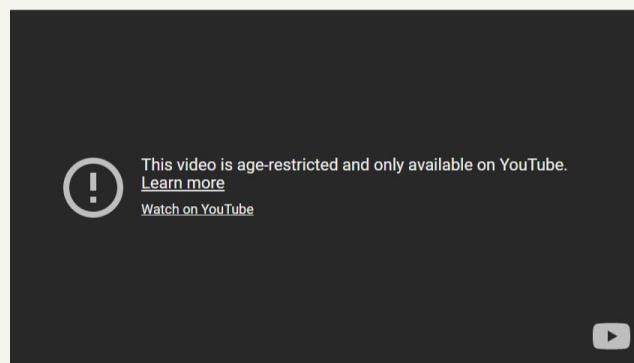
Our locations

Past Webinars

Breast Reconstruction

Join UCLA plastic surgeon Jaco Festekjian, MD, for a discussion about timing and types of breast

reconstruction surgery for breast cancer patients. Dr. Festeckian will also go over the importance of credentials when choosing a plastic surgeon. [Watch video full screen.](#)



Liposuction

Hi there! Welcome to UCLA Health. I can help answer your questions and get you started.

UCLA plastic surgeon Andrew Vardanian, MD discusses the latest advances in cosmetic liposuction. Liposuction is a cosmetic procedure that helps sculpt the body by removing fat from specific areas like the abdomen, hips, buttocks, thighs, knees, upper arms, chin, and neck. For more information, [click here](#).



Hi there! Welcome to UCLA Health. I can help answer your questions and get you started.

Mommy Makeover: Abdominoplasty

UCLA plastic surgeon Jaco Festekjian, MD provides an overview of the cosmetic surgery techniques that can be used to improve the abdominal wall after pregnancy.

This video is age-restricted and only available on YouTube.
[Learn more](#)
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Scar and Keloid Management

UCLA plastic surgeon Andrew Vardanian, MD discusses what causes scars, the different types of scars, and the scar treatment options that are available.

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Craniosynostosis: Treatment Options & Future Development in Children

UCLA plastic surgeon Justine Lee, MD she discusses types of craniosynostosis, treatment for craniosynostosis, and the future development of children with craniosynostosis.

Watch later Share

U Craniosynostosis: Treatment Options & Future Development in Children | J...

Craniosynostosis versus Positional Plagiocephaly

- Craniosynostosis = fusion of bones of the skull resulting in the inability for the skull to expand as the brain grows
- Positional Plagiocephaly = flattening of the skull due to positioning of the baby during sleep (i.e. back to sleep campaign)

Watch on YouTube

A video player interface showing a presentation slide about craniosynostosis. The slide has a blue header with the text "Craniosynostosis: Treatment Options & Future Development in Children" and "U". Below the header, it says "Craniosynostosis versus Positional Plagiocephaly". There are two bullet points: one about craniosynostosis (fusion of skull bones) and one about positional plagiocephaly (skull flattening from sleeping position). To the right of the slide, a woman with dark hair, identified as Dr. Justine Lee, is speaking and gesturing. The video player includes standard controls like "Watch on YouTube", "Watch later", and "Share".

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U Cleft Care 101: What to expect when your child has a cleft lip or palate | UC...

Types of Clefts

Watch on YouTube

A video player interface showing a presentation slide about cleft care. The slide has a blue header with the text "Cleft Care 101: What to expect when your child has a cleft lip or palate" and "UC...". Below the header, it says "Types of Clefts". There are four small images showing different types of clefts: a cleft lip, a cleft palate, a cleft lip and palate, and another variation. To the right of the slide, a woman with dark hair, identified as Dr. Justine Lee, is speaking. The video player includes standard controls like "Watch on YouTube", "Watch later", and "Share".



Treating Congenital Ear Anomalies

UCLA plastic surgeon Justine Lee, MD, discusses congenital ear anomalies, available treatments and ear-reshaping procedures such as ear molding and otoplasty.



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The Modern Approach to Facial Aesthetics and Rejuvenation

UCLA plastic surgeon Jason Roostaeian, MD, discusses the latest techniques in facial aesthetic surgery and rejuvenation that give real results without losing one's natural appearance.





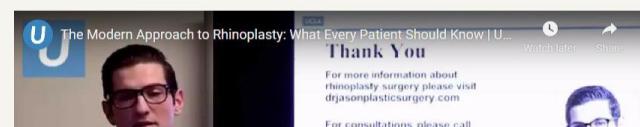
Total Body Contouring: From Massive weight loss to Mommy Makeovers

UCLA Aesthetic and Reconstructive Plastic Surgeon, **Jason Roostaeian, MD**, discusses all aspects of body contouring surgery including liposuction, tummy tuck surgery, and body lift.



The Modern Approach to Rhinoplasty: What Every Patient Should Know

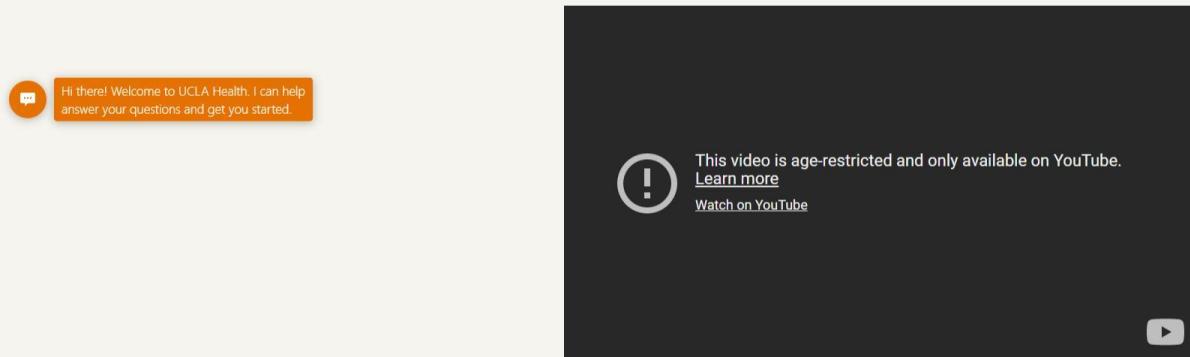
UCLA Aesthetic and Reconstructive Plastic Surgeon, **Jason Roostaeian, MD**, discusses rhinoplasty (nose reshaping) surgery, including cosmetic versus functional, closed versus open, and primary versus secondary rhinoplasty. He will review new techniques, who are candidates for surgery, and answer questions about costs and recovery.





Breast Reconstruction after Mastectomy and Lumpectomy Webinar

UCLA plastic surgeon, Charles Tseng, MD, discusses options for breast reconstruction after mastectomy and lumpectomy, from "flaps" to implants. He will also discuss the importance of a multidisciplinary, personalized approach to breast reconstruction. *Some of the images in this presentation contain nudity.*



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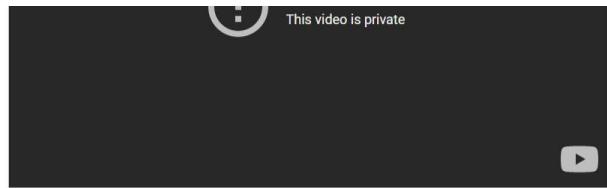
March

Heart Failure: What You Need to Know Tuesday, March 5, 11:30 am PT

Join UCLA cardiologist [Megan Kamath, MD](#), for a conversation about the signs and symptoms of heart failure and available treatments. Dr. Kamath will also share resources and updates for health care professionals in the community.

Comment or ask a question with #UCLAMDChat and we will answer at the end of the talk. [Watch webinar full screen on YouTube >](#)

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Past Webinars

Peripheral Artery Disease

Tuesday, Feb 13, 11:30am PT

Join UCLA cardiologist Gopi Manthripragada, MD, for a discussion about risk factors, symptoms and treatment options for peripheral artery disease, including minimally-invasive procedures through the wrist and foot. [Register here »](#)

Click here to watch video full screen and ask questions on Facebook LIVE.

Gopi K. Manthripragada, MD
treatment Options for Peripheral Artery Disease [Facebook Watch](#)

Coronary Angiography and Stent Interventions

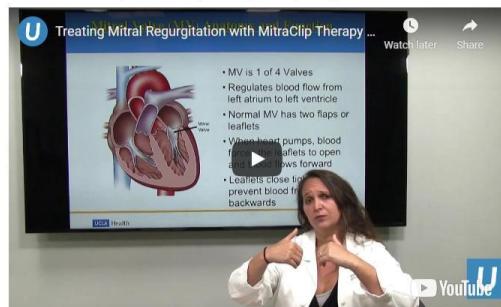
UCLA interventional cardiologist [Ravi Dave, MD](#), provides an overview of the coronary angiogram and stent procedure, how it is performed, indications and risks.

U Coronary Angiography and Stent Interventions | Ravi Dave, MD | UCLA... [Watch later](#) [Share](#)



Treating Mitral Regurgitation with MitraClip Therapy

UCLA cardiologist [Marcie Calton Press, MD](#) provides an overview of treatment options for mitral regurgitation, both from a surgical and a minimally invasive standpoint using MitraClip therapy.



Women and Heart Disease: What you need to know

UCLA interventional cardiologists [Marcie Calton Press, MD, PhD](#) and [Sheila Sabji, MD](#) give an overview of heart disease in women, including risk factors, diagnosis and treatment.





Aortic Stenosis: Future is Now!
Thursday, November 19, 2015, 11:30 AM PST

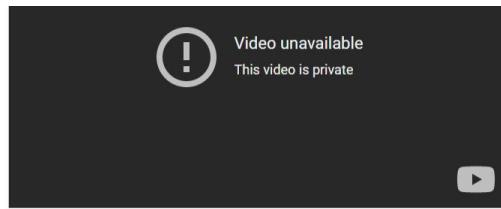
UCLA interventional cardiologist Olcay Aksoy, MD, FACC, discusses how transcatheter aortic valve replacement (TAVR) has revolutionized the treatment of patients with aortic stenosis. [Register for the webinar.*](#)



Management of Ventricular Arrhythmias

UCLA electrophysiologist Roderick Tung, MD, discusses the management of ventricular arrhythmias (abnormal heart rhythms), including also new treatments that are improving the quality of life for patients with this condition.





Latest Treatments and Advancements for Adult Congenital Heart Disease

UCLA Cardiologist [Jamil Aboulela, MD](#), discusses the prevalence and impact of congenital heart disease (heart disease from birth). He will also discuss some of the surgical and medical advances that have facilitated improvements in survival and quality of life for this population.

A video thumbnail showing a man in a white lab coat speaking. The background is a blue screen with text about heart surgery. Below the video are "Watch on YouTube" and "Share" buttons.

Gender Matters: Heart Disease in Women

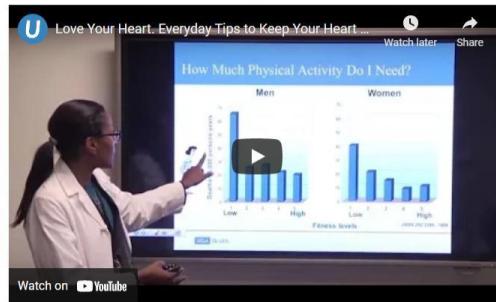
Marcella Calfon Press, MD, co-director, UCLA Barbra Streisand Women's Heart Health Program, offers insight into the role of gender in heart disease and discusses managing risk factors.

A video thumbnail showing a woman speaking. The background shows a bar chart titled "Cardiovascular Disease: The Leading Cause" with data for various diseases. Below the video are "Watch later" and "Share" buttons.



Love Your Heart. Everyday Tips to Keep Your Heart Healthy and Strong

Karol Watson, MD, co-director, UCLA Program in Preventive Cardiology, discusses tips to keep your heart healthy and live a healthier life, as well as hidden threats to heart health and the latest news in heart research.



What is Transcatheter Aortic Valve Replacement (TAVR)?

UCLA cardiologist William Suh, MD, discusses the transcatheter aortic valve replacement procedure, which can treat severe aortic stenosis without open heart surgery. He also reviews clinical trial data, indications for the procedure, and patient selection criteria.





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Course Details

The Stanford Plastic Surgery Review Course begins on Monday, September 19, 2022 at 8:00 a.m. and continues through Friday, September 23, 2022, until approximately 2:30 p.m. It will take place in-person at the Crowne Plaza Cabana Hotel. The review course will be returning to an in-person format this year. The program includes didactic lectures, individual mock oral examinations, and case reviews. Each candidate will also have the opportunity to receive two practice oral examinations similar in form and content to the actual candidate experiences.

Please Note: We do not offer CME 1 credit for this course.

IMPORTANT INFORMATION



APPLY FOR THE REVIEW COURSE

- **Dates of Course:** September 19 – September 23, 2022.
- **Location:** Crowne Plaza Cabana Hotel, 4290 El Camino Real, Palo Alto, CA 94306
- **Registration Opens:** March 28, 2022.



IN-PERSON

The Stanford 2022 Review Course will be returning to an in-person format this year. We will offer the same programming in the forms of lectures as well as individual and group mock orals. More details to come.

IMPORTANT: Please reserve/block off your calendar for the whole week.

For any other questions please email laksman@stanford.edu

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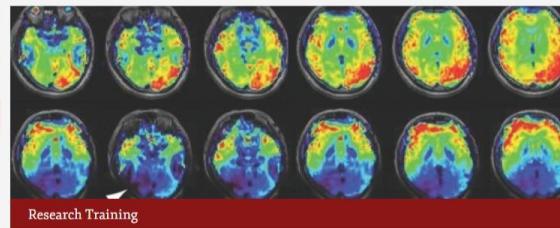


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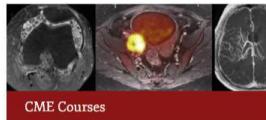
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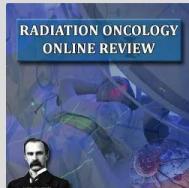
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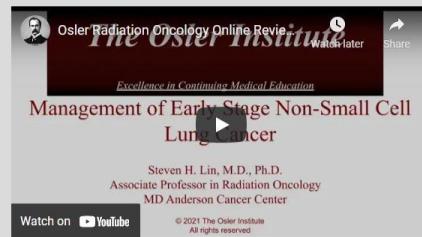
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The Osler Institute recorded our Live Virtual Webinar March 2021 comprehensive Radiation Oncology Review Course and bring it to you! These Video files are stored "in the cloud;" so you can stream them anywhere, anytime, as long as you have an internet connection, watch or listen to them on your phone, computer, or tablet – your learning experience is almost like being at the live activity, but without travel costs and time away from your practice. In addition, each online review is a downloadable copy of the syllabus that corresponds to the Video lectures for your use while viewing or as a free-standing study or clinical practice guide.

This review provides senior trainees and clinicians in practice a comprehensive update of clinical knowledge and helps prepare them for their Radiation Oncology exams (the initial certification and MOC). Emphasis is on evidence-based medicine, board-relevant standards of care, and new

How-To

concepts, treatments, and imaging approaches. The written exams emphasize anatomy, epidemiology, etiological agents, natural history, pathology, tumor markers, initial clinical evaluation, staging, routes of spread, selection of treatment modality and techniques, surgical and adjuvant chemotherapy treatments, follow-up treatment and assessment, patterns of failure, and normal tissue effects including complications; all of these areas are addressed. The review also covers the basic principles of radiobiology and physics relevant to clinical practice.

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Butterfly webinars.

Butterfly hosts a series of webinars for healthcare professionals, hospital administrators, and leadership to learn more about the use of Butterfly in different care settings. Each webinar features experts from a variety of specialties and care venues, with topics ranging from clinical application to healthcare administration to deployment of ultrasound at scale.

Featured

Join us for our next image review webinar.

Our regularly occurring image review webinar series is an expert-led review of pathology clips submitted by you. Learn tips and tricks to get the most out of Butterfly iQ+ and your studies from Butterfly's clinical leadership and special guests.

For a chance to be featured on an upcoming Image Review webinar, submit your pathology clips below.

[Submit a clip](#)



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Healthcare Access

Bringing POCUS into Focus

A lively, interactive discussion about how to apply imaging governance, if, and when to connect diagnostic ultrasound images into your existing PACS, VNA and EMR infrastructure.

July 7, 2022



Image Review

Image Review: Volume Responsiveness & Fluid Management

An expert-led review of pathology clips submitted by you. Learn tips and techniques from our panel.

June 29, 2022



Healthcare Access

Ultrasound is the wave of the future. Learn to surf.

The growing ultrasound revolution and how to effectively scale and deploy across healthcare systems.

April 26, 2022



Healthcare Access

Establishing an "ultrasound-first" culture in rural healthcare

An expert panel led discussion from the Butterfly team on implementing POCUS in a sustainable and effective way.

May 6, 2022



Healthcare Access

Rural Healthcare: Getting tools to help, in your hand

A conversation during a National Rural Health Association (NRHA) virtual event on accessible tools such as point-of-care ultrasound for

May 6, 2022



Healthcare Access

Care Delivery of the Future: Digital Health Empowered by Ultrasound

Dr. John Martin and Adam Willmann, CEO at Goodall-Witcher Hospital

[Watch the recording on YouTube](#)

April 20, 2022

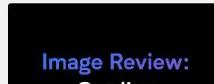


Image Review: Cardio



Julia Istrate

Dr. Jodie Parham
UG in New Mexico
Gwinnett General Hospital

Cardiac

Cardiac Image Review

Image Review: Cardiac

An expert-led review of pathology clips. Learn tips and tricks to get the most out of Butterfly IQ+ and your studies. In honor of Heart Health month, the first episode of Image

March 28, 2022

MSK

Game On

A practical discussion about deployment of MSK point-of-care ultrasound into clinical practices. Listen to our panel of experts as they discuss how Butterfly IQ+ has

July 28, 2021

MSK

Get in the Game

A how-to MSK ultrasound session and image review. Listen to our panel of experts as they discuss how Butterfly IQ+ has brought such a meaningful change to their MSK

July 21, 2021

MSK

Playing the Game

How returning athletes to the field has become a symbol of hope. Listen to our panel of experts as they discuss how Butterfly IQ+ has brought such a meaningful change to

July 14, 2021

Image Review

Doctors' Lounge – July 8, 2021

Butterfly's Dr. John Martin and Dr. Mike Stone review images and cases, with questions from the audience.

July 8, 2021

Plastic Surgery

Integrating ultrasound into your plastic surgery practice

Exciting discussion on the importance of ultrasound for board certified plastic surgeons with expert commentary on clinical and practical

July 24, 2021

Image Review

Doctors' Lounge – May 6, 2021

Butterfly's Dr. John Martin and Dr. Mike Stone review images and cases, with questions from the audience.

Covid-19 IV Access

Importance of vascular access management.

Learn how Butterfly IQ+ can help you better manage difficult IV access patients when they are hospitalized.

Covid-19

Lung ultrasound for COVID-19: Best practice or now standard of care? It's time to deploy.

Lung ultrasound has an influential

June 29, 2021	March 29, 2021	January 28, 2021
 <p>COVID-19 Healthcare Access The COVID-19 Disparity: A Candid Conversation about the long-standing problem of healthcare inequality in our minority groups.</p> <p>August 20, 2020</p>	 <p>Image Review Ultrasound Image Review with Dr. Rachel Liu</p> <p>POCUS interpretation requires practice to master. Watch experts Dr. Mike Stone, VP of Education & Sonographer at Butterfly Medical Inc.</p> <p>July 31, 2020</p>	 <p>COVID-19 COVID-19 Resurgence: Challenging the Status Quo</p> <p>Dr. John Martin leads a discussion with a panel of experts to explore how to stimulate POCUS adoption, despite its role relative to other</p> <p>July 2, 2020</p>
 <p>COVID-19 Unmasking the Lessons of COVID-19: The Royal Berkshire Experience in Transforming Care Delivery</p> <p>Dr. John Martin leads a discussion with a panel of experts to explore how to stimulate POCUS adoption, despite its role relative to other</p> <p>June 25, 2020</p>	 <p>Vet Ultrasound in Veterinary Medicine</p> <p>Dr. Richard Markell lead a discussion with veterinary thought leaders on the state of veterinary medicine, the role of technology, and implementation.</p> <p>June 12, 2020</p>	 <p>Healthcare Access Maternal Health Maternal Health in Low-Resource Settings</p> <p>In honor of Mother's Day, Dr. John Martin led a discussion with a panel of Butterfly Global Health partners who are committed to ensuring</p> <p>May 10, 2020</p>
 <p>Lung Lung Ultrasound in COVID-19</p> <p>Dr. Grace Wanjiku, a pulmonologist at Mayo Clinic, discusses the use of lung ultrasound to identify COVID-19 in patients.</p> <p>June 12, 2020</p>	 <p>COVID-19 Lessons from the Frontline</p> <p>A video conference call featuring Dr. John Martin, Dr. Richard Markell, and Dr. Grace Wanjiku discussing the challenges and lessons learned during the COVID-19 pandemic.</p> <p>June 12, 2020</p>	 <p>COVID-19 COVID-19 Ultrasound</p> <p>Three side-by-side ultrasound images showing COVID-19 findings in the lungs.</p> <p>June 12, 2020</p>

Lung Ultrasound: What you need to know

Dr. Mike Stone and Dr. Grace Vanjiku, emergency medicine physicians, reviewed a series of lung images in real-time. Discussions

April 15, 2020

Lessons from the Front Lines: A Global Perspective

Dr. John Martin led a discussion with a diverse panel of clinicians serving at the front lines of COVID-19. The roundtable discussion featured

April 2, 2020

Fighting COVID-19 together

Dr. John Martin (Chief Medical Officer), Rick Mendez (Head of Clinical Development), Dr. Mike Stone (Head of Education) and special guest, Dr. Yali Tung Chen are

March 19, 2020

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Ultrasound usage in plastic surgery has become increasingly more common in recent years as it empowers the surgeon with the ability to make real-time decisions when seeing their patients to make actionable insights, further empowering safety for patients.

In this discussion with board certified plastic surgeons, we'll cover:

*Email

*Specialty

*Country/Region
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*Organization

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US DICTIONARY

state of the art



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Definition of state of the art in English:

state of the art



Translate state of the art into Spanish

NOUN

The most recent stage in the development of a product, incorporating the newest technology, ideas, and features.

[+ More example sentences](#)

Pronunciation ⓘ

state of the art
/stāt əv(ə) t̬h̬ ərt/ /stēd əv(ə) 8ā ərt/ ⓘ

ADJECTIVE

Belonging or relating to the most recent stage of technological development; having or using the latest techniques or equipment.

our scientists work in state-of-the-art facilities

[+ More example sentences](#) [+ Synonyms](#)

Pronunciation ⓘ

state of the art
/stāt əv(ə) t̬h̬ ərt/ /stēd əv(ə) 8ā ərt/ ⓘ



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WORD OF THE DAY

kickshaw

/kɪkʃə/

NOUN



Does English Have More Words Than Any Other Language?

Matching verbs to collective nouns

Which of these sentences is correct?

My group is in the lead.

My group are in the lead.

NEXT

1. clever duck

0/10

2. off the back of

3. affecting



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WORD OF THE DAY

kickshaw /kɪkʃə/ NOUN

Does English Have More Words Than Any Other Language?

Monkeys and Apes

Which of the following is a type of monkey or ape?

proboscis monkey propolis monkey

NEXT 0/10

2. poignantly
3. Herculean
4. imminence

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Definition of academy in English:

academy

See synonyms for academy

Translate academy into Spanish

NOUN (plural noun academies)

1 A place of study or training in a special field.
'a police academy'
[+ More example sentences](#) [+ Synonyms](#)

1.1 dated A place of study.
'The seminary offered women more of a liberal education than the grade-school academies'
[+ More example sentences](#) [+ Synonyms](#)

1.2 US, Scottish A secondary school, typically a private one.
'he had passed all his finals at Ephesus Academy'
[+ More example sentences](#)

1.3 (the Academy) The teaching school founded by Plato.

2 A society or institution of distinguished scholars and artists or scientists that aims to promote and maintain standards in its particular field.
'the National Academy of Sciences'
[+ More example sentences](#) [+ Synonyms](#)

2.1 The community of scholars; academy.
'a writing and publishing world outside the academy'
[+ More example sentences](#)

ClinicTracker support was there for us, & took care of all our needs. I'm impressed with their commitment to quality and customer care." - Brydget, Financial Operations, Mental Health Services

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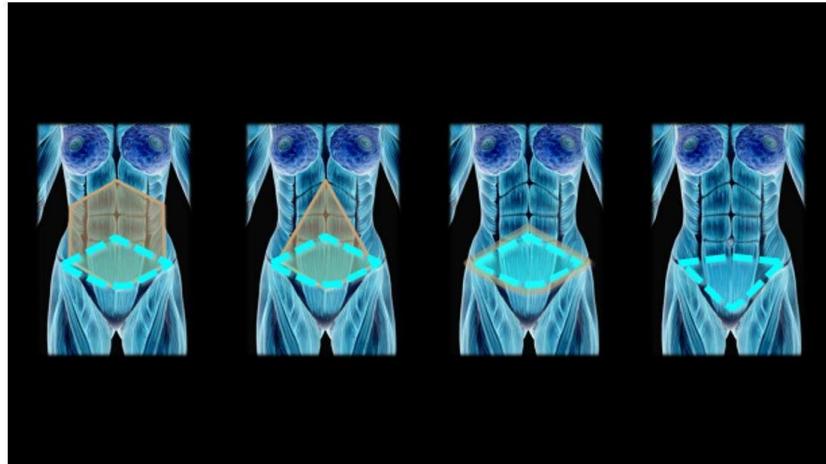
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— Jessica S.

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[Skin Care Procedures](#)

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Our doctors are considered some of the area's top rated plastic surgeons, serving the greater Washington, D.C. metropolitan area, including Maryland and Northern Virginia, with state-of-the-art and compassionate care.

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Our doctors are known for commitment to cosmetic surgical and non-surgical procedures in the greater Washington, DC area. Their commitment to upholding the highest standards of plastic surgery techniques, practice, and safety help patients have the best, most successful results. Patients are treated with the utmost respect, care and privacy throughout their time with us.

Our doctors will be with you every step of the way - from initial consultation through the recovery process.

[Meet Our Doctors](#)

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Procedure of Interest*

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Disclaimer: The website provides general information about plastic surgery procedures in the DC area and is not a substitute for individualized medical treatment. Individual results may vary. Body contouring does not make all of us look like models.

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In This Section

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The Cosmetic Surgery Center at Northwest Hospital

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If you're considering a cosmetic procedure, you want to know that your surgery will be performed in a safe place, where the medical staff assisting your doctor is comprised of experienced, knowledgeable people. At the Cosmetic Surgery Center at Northwest Hospital, the highest standards of patient care and surgical excellence are practiced.

Our cosmetic surgeons are certified by the American Board of Plastic Surgery and they have immediate access to the full resources of the hospital. They work closely with an expert team of operating room nurses (RNs), surgical technologists, physician assistants, anesthesiologists and CRNAs (certified registered nurse anesthetists) who each participate in hundreds of surgeries per year. All of our medical professionals are trained in Advanced Cardiac Life Support to provide you with an extra level of safety.

In addition to having an excellent staff, we offer the benefit of having different [types of cosmetic procedures](#) performed in a hospital setting in our [SurgiCenter](#), which provides an enhanced level of care, an added layer of safety and the option of recovering in the hospital where nurses can oversee the early stages of recovery.

Our Center is dedicated to providing you with the latest in surgical techniques and state-of-the-art technology, resulting in the most natural results possible. The Cosmetic Surgery Center's hospital setting gives you unsurpassed safety, so you can feel as good as you'll look.

Cosmetic Surgeons

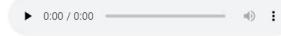
Our cosmetic surgeons, most of whom are certified by the American Board of Plastic Surgery, offer comprehensive and quality care to all patients, from the first consultation to follow-up visits.

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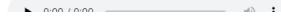
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Northwest Hospital
5401 Old Court Road
Randallstown, MD 21133

WBAL Radio Interviews

In this WBAL-AM "Know Your Health" radio clip, [Jeffrey Schreiber, M.D.](#), a board certified plastic surgeon at the Cosmetic Surgery Center at Northwest Hospital, discusses breast augmentation.



In this WBAL-AM "Know Your Health" radio clip, [Ronald Schuster, M.D.](#), chief of the division of plastic surgery and director of the Cosmetic Surgery Center at Northwest Hospital, discusses body contouring and tummy tucks.



Also of Interest: Northwest Outpatient Surgery Northwest Department of Gynecology Northwest Centers of Excellence

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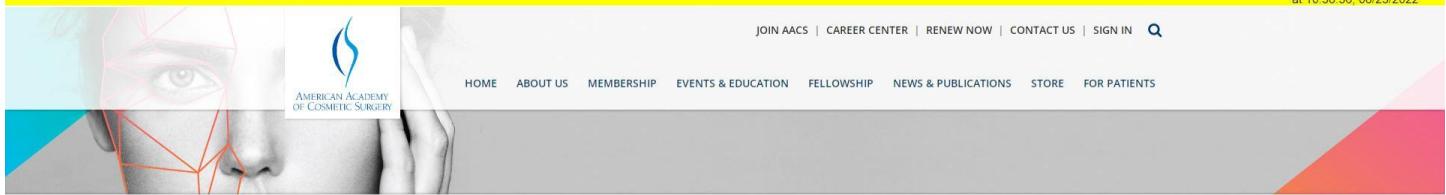
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AACS 2021 WEBCLINICS - LIP LIFT

A dark blue rectangular banner with white text. It reads 'AAC 2021 WebClinics' at the top, followed by '10 Lip Lift Tips' in a larger font. Below that is the date '7:30 p.m. CT on Wednesday, October 27, 2021'. The AAC logo is in the bottom right corner.

AAC 2021 WebClinics
10 Lip Lift Tips
7:30 p.m. CT on Wednesday, October 27, 2021

Lip Lift

Wednesday, October 27, 2021

7:30 - 8:30 pm CT

Live Zoom Meeting

Cost per Webinar

- AAC Members: \$49 per webinar
- Non-Member Practitioners: \$99 per webinar
- Residents, Training Fellows, Medical Students: \$0 per webinar

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Target Audience

All practitioners in the field of cosmetic surgery including, but not limited to, dermatology, oral and maxillofacial surgery, otolaryngology, general surgery, ophthalmology, and plastic/reconstructive surgery are invited to attend.

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7/25/2022
Dr. Tanuj Nakra, AAC Fellowship Program Director

4/22/2022
Facial Cosmetic Surgery Cadaver Workshop

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How to Create a Successful Team Positioned for Growth and Prosperity

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A vertical box with a blue header 'Find a Surgeon'. Below it is a smaller box with the text 'Find a Cosmetic Surgeon with the AAC Surgeon Finder' and a blue 'Search for a Surgeon' button. The background of the main box shows a surgeon performing a procedure.

Learning Objectives

- Review the anatomy specifics of the base of the nose and upper lip.
- Select the best candidates for a lip lift.
- Review the nuances of surgical lip lift technique.

Moderator

Brett Kotlus, MD

Education Committee Co-Chair, New York, NY

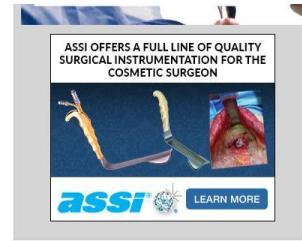
Speaker

Gary Linkov, MD

*Founder and Medical Director, City Facial Plastics
Adjunct Assistant Professor, NYU Otolaryngology*

Dr. Linkov, a premier NYC-based facial plastic surgeon, is passionate about helping his patients feel confident about their appearance. His exemplary background as a dual-Ivy League educated surgeon, coupled with his advanced art training in Italy, give him a truly unique advantage as a practitioner of aesthetic facial and hair surgery. He is renowned for carrying out complex nasal surgery for US war veterans in need, and for teaching rhinoplasty procedures to the NYU head and neck surgery residents.

With the hands of a highly experienced surgeon and the eyes of a trained artist, Dr. Linkov brings a unique combination of skill and talent to his profession. This is evident in the wide range of recognition he has received including a featured segment on the Dr. Oz Show, where he discussed his state-of-the-art needleless PRP hair restoration procedure. He has also received write ups in many national and regional publications including Allure, USA Today, New York, Huff Post, InStyle, and many more. Other accolades are Dr. Linkov's inclusion in the prestigious Super Doctors New York, Rising Stars™ listings.



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Those who registered and participated in the live WebClinic will receive a CME certificate within two (2) weeks of the learning activity. You must attend the live webinar through Zoom to receive CME credit. Unfortunately, CME credit is not available for watching the recording of the presentation.

Accreditation

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the American College of Surgeons and the American Academy of Cosmetic Surgery. The American College of Surgeons is accredited by the ACCME to provide continuing medical education for physicians.

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Speakers, Moderators, Discussants, Authors	Nothing to Disclose	Disclosure			
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Gary Linkow, MD	X				
<hr/>					
Planning Committee	Nothing to Disclose	Disclosure			
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Marco Barusco, MD	X				
Brett Kotlus, MD	X				

OUR MISSION

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Webinar : Buttock augmentation: state of the art

⌚ December 1st, 2021 @11:00 - 12:30 , New York time

⌚ December 1st, 2021 @17:00 - 18:30 , Paris time

⌚ December 2nd, 2021 @00:00 - 01:30 , Hong kong time

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December 1st, 2021 @17:00 , Paris time
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Program of the webinar

 Gilbert ZAKINE Plastic Surgeon, France Chair 90 min (id: 114046)	17:00
Introduction 5 min (id: 112501)	18:30
 Alexander Tobias HAMERS Plastic Surgeon, Spain Safe large volume buttock augmentation 12 min (id: 112502)	17:05
	17:17

	Daniel DEL VECCHIO Plastic Surgeon, United States Updated safety advisory on gluteal fat grafting 12 min (id: 112521)	17:17
	Raul GONZALEZ Plastic Surgeon, Brazil What is XYZ technique and why use it 12 min (id: 112522)	17:29
	Francois PETIT Plastic Surgeon, France Buttock cosmetics with gluteal implants: the safe way 12 min (id: 112524)	17:41
	Discussion and Q&A with the audience 37 min (id: 112525)	17:53 18:30

 PDF program

Questions for the experts? Send them now to support@imcas.com and they will be answered during the webinar!

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Becoming a member of CA's leading association for cosmetic surgeons puts you at the head of the line and can open up all new doors for your practice.

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Upcoming Events

In addition to our Annual Conference, CACS provides various meetings & webinars throughout the year for its members. We hope to see you at our next event.

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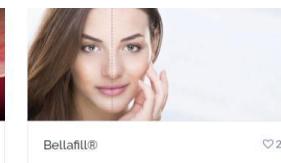


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8 Reasons to Join CACS!

In addition to public and legislative representation, the CACS is dedicated to the advancement of patient care in cosmetic surgery through physician education.

- Certificate of Membership
- CME credit and discounted fees for all Academy-sponsored meetings
- Membership Directory listing
- Complimentary subscription to California Cosmetic Surgeon, a quarterly newsletter about CACS events and cosmetic surgery issues
- Listing on CACS website's surgeon finder
- New member listing in California Cosmetic Surgeon (following admission to the Academy)
- Complete website listing and profile, including website link from Academy's site
- Committee assignments, leadership opportunities and voting privileges

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LATEST NEWS

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TESTIMONIALS

“

I have been a member of the CACS for 5 years. During this time I have developed

»



Medical Turf Wars: Plastic Surgeons Clash With Other Doctors About Who Can Perform Liposuction And Tummy Tucks

By Amy Nordrum | amynordrum.a.nordrum@lbtimes.com

A state-by-state battle is underway within the medical profession over who has the right to perform breast implants and facelifts. Plastic surgeons shudder when they see other surgeons offer cosmetic procedures to patients -- services that plastic surgeons say only they are qualified to perform.

[Read More >](#)



'Mommy Makeover' Combines Procedures For Postpartum Body Contouring

By sysadmin | News

More women are expressing interest in plastic surgery to restore a more youthful figure after having children. An update on combined procedures for postpartum body contouring -- addressing the abdomen, breasts, and other problem areas -- is presented in the August issue of *Plastic and Reconstructive Surgery®*, the official medical journal of the American Society of Plastic Surgeons (ASPS).

[Read More >](#)

valuable relationships with highly skilled surgeons and cosmetic physicians that have greatly enhanced my practice. I have been serving on the board, have made close friends throughout the organization, and have learned a great deal from my colleagues, the workshops and the meetings. This is a unique organization that provides something no other organization can provide; that is, the opportunity to exchange information and advance the specialty of cosmetic surgery with colleagues who come from diverse training backgrounds and offer unique perspectives on many facets of our specialty! You cannot find this in your individual subspecialty. We have a bright future in cosmetic surgery and I look forward to many years of education and camaraderie with the CACS!



Michael Schwartz, MD

BOARD CERTIFICATION



The American Board of Cosmetic Surgery is the only certifying board exam devoted to examining a surgeon's skill in cosmetic surgery of the face and body. It is an independent subspecialty board that examines and certifies physicians in general, facial and dermatological cosmetic surgery.

Eligibility requirements include:

- Spend a full year training exclusively and comprehensively in cosmetic surgery
- Perform a minimum of 300 individual cosmetic surgery procedures of the face, breast and body (recommended minimum requirement for plastic surgery residencies is only 55 cases)
- Receive additional in-depth training in non-surgical cosmetic procedures, including Botox & fillers, laser resurfacing, and skin care (plastic surgery residencies currently have no training requirements for these treatments)
- Perform and document an additional minimum set of cosmetic procedures following completion of 1-year fellowship
- Pass a comprehensive, rigorous 2-day oral and written exam covering all aspects of cosmetic surgery

For more information on the American Board of Cosmetic Surgery, consult their web site at www.americanboardcosmeticsurgery.org.



The CACS provides educational and advocacy resources to all interested physicians. The goal of the CACS is to assure optimal patient care in the field of cosmetic medical and surgical care. The CACS functions as an information source and liaison between the American Board of Cosmetic Surgery, the American Academy of Cosmetic Surgery and the California Medical Board (CMB) in medical regulatory and equivalency matters.

Latest News

- [Medical Turf Wars: Plastic Surgeons Clash With Other Doctors About Who Can Perform Liposuction And Tummy Tucks](#)
October 16, 2015

- ['Mommy Makeover' Combines Procedures for Postpartum Body Contouring](#)
October 1, 2015

- [New Surgical Option for Double Chin?](#)
August 26, 2015

Upcoming Events

AUGUST 2022

M	T	W	T	F	S	S
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				

• Oct

Get In Touch

📞 858-876-6339
✉️ info@calcosmeticsurgery.org
🌐 www.calcosmeticsurgery.org

📍 CA Academy of Cosmetic Surgery
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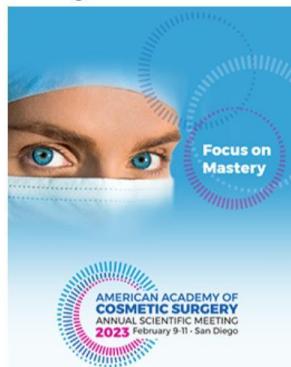
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Find the perfect surgeon for your procedure.

AACS 2023 Annual Scientific Meeting



Featured Events

9/14/2022 How to Create a Successful Team Positioned for Growth and Prosperity

2/9/2023 » 2/11/2023 2023 AAC ASM EXHIBIT APPLICATION

Tweets from @AACSN News

Follow

AACS @AACSN News - Aug 22 The #AACSN Board of Trustees met this weekend in Nashville where they discussed several strategic priorities to advance the Academy and the specialty.

Visit the Board of Trustees page on our website: bit.ly/3ayoRf #cosmeticsurgery #nonprofit #cosmeticsurgeon



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2

AACS @AACSN News - Aug 8 Join us for our 2022 AACS #AlliedHealth Brunch, Learn & Network series.

Join the AACs for the 2023 Annual Scientific Conference
On February 9-11, 2023!

LEARN MORE

This is an opportunity for
#cosmeticsurgery personnel to build new
skills to better work in a clinical or practice
setting. Registration is complimentary.
Details: bit.ly/3pIuvrd #practicemanager



1

AACs @AACs_News · Aug 4
Join Jacob Halavay, MD in our next AACs
WebClinic where he will discuss common
complications of breast surgery & how to
prevent them.
AACs Members: \$50 | Non-Members: \$100
#Resident, Training Fellows,
#MedicalStudent: Free
Register: bit.ly/3eQUVft #MedEd
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1

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Register: bit.ly/3eQUVft #MedEd
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2

AACs @AACs_News · Jul 20
American Board of C... @... · Jul 20
Hear from Dr. Daisy Aylm of Aylm
Cosmetic Surgery about the important role
the @AACs_News plays in many of our
#BoardCertifiedCosmeticSurgeons' careers.

2

AACs @AACs_News · Jul 25
Dr. Tanuj Nakra, AACs Fellowship
Program Director, discussed how the
program impacted his career.



2

youtu.be/x3jY_5uRe9I #resident
#Fellowship #medicalstudent
#cosmeticsurgery



1

 **AACS** @AACS_News · Jul 19 
As a member of AACS, you have access to great benefits with Office Depot & OfficeMax. Save up to 75% off regular prices on their Best Value List of preferred products & more! Start getting your discounts: bit.ly/3RGCu5v

Not a member? Join us!
cosmeticsurgery.org/page/MemberBenefit



1

 **AACS** @AACS_News · Jul 13 
Abstract submission deadline for the #AACS2023 Annual Scientific Meeting is only a few days away! Submit by this Sunday, July 17, 2022.

Get all the details here:
aacs2023.cosmeticsurgery.org/abstracts/
#cosmeticsurgery #aacs



1

 **AACS** @AACS_News · Jul 11 

Join Flora Levin, MD in this #AACS WebClinic on the topic "Neck Lipo with RF Energy".
AACS Members: \$50 | Non-Members: \$100
#Resident Training Fellow,
#MedicalStudent Complimentary
Detail for this WebClinic and to see all upcoming ones: bit.ly/39lbW #necklift



1 1

AACS Retweeted

 Dr. Samir Panc... @DrPanc... · Jul 2 As with any @ABCsorg cosmetic surgeon, Dr. Pancholi's journey to becoming a #CosmeticSurgeon was a long one!

Since then, however, he has thrived as a successful surgeon due to his close attention for detail and his commitment to producing safe & beautiful results ❤️



1 3

 AACS @AACS_News · Jul 6

Save the date! Join the Global #CosmeticSurgery Community with the #AACS in a deep dive on facial and body cosmetic surgery with the masters! For more details and to be notified when registration opens, visit: cosmeticsurgery.org/page/DeepDive #CosmeticSurgeryDeepDive



2



AACS @AACS_News · Jul 1



Submitting an abstract for #AACS2023 greatly enhances your professional reputation & boosts your personal brand to greater heights. Don't delay! The deadline is drawing near. Submission categories and link to submit via this page: aacs2023.cosmeticsurgery.org/abstracts/#cosmeticsurgery #AACS



1



AACS @AACS_News · Jun 17



Only one month away for the deadline to submit an abstract for #AACS2023! As a Scientific Meeting faculty member, you will be ideally positioned to discuss innovative ideas with colleagues & influence the future of #cosmeticsurgery. Details: bit.ly/3PeGDRA #aesthetics



3



AACS @AACS_News · Jun 14



The #AACS was involved again this year as a participating member of the @AmerMedicalAssn at #AMAmtg. We continue to stand united with our medical & surgical colleagues in support of policies that help improve our #healthcare system for our patients & physicians. #nonprofit





3



AACS @AACs_News · Jun 7



Join Tanuj Nakra, MD, FACS in this #AACs WebClinic on June 22, 2022 where he will discuss lower brow lifts. Register: bit.ly/3xzqzqB

AACS Members: \$50 per webinar
Non-Member Practitioners: \$100 per webinar

#Residents, Training Fellows,
#MedicalStudent: \$0 per webinar



3 1



AACS @AACs_News · Jun 6



For details on the Fellowship program, visit: cosmeticsurgery.org/page/AACSFello...
#AACSFellowships



1 1



AACS @AACs_News · Jun 6



#Abdominoplasty is one of the most common cosmetic procedures performed worldwide. Despite recent advances in surgical technique, the risk of complications remains high. Read the full publication on the American Journal of Cosmetic Surgery (AJCS) bit.ly/3Mmpfhl



3 4

 AACSB @AACSB_News · Jun 3 
You are invited to submit an abstract for the #AACSB2023 Annual Scientific Meeting! There are many benefits for you such as advancement in your career and gaining exposure for your brand. Details -> aacs2023.cosmeticsurgery.org/abstracts/



1

 AACSB Retweeted  American Board of C... @... · Jun 1 
To earn board certification through the American Board of Cosmetic Surgery, applicants must complete specific training requirements.

This infographic details what a prospective #BoardCertifiedCosmeticSurgeon needs before they can apply to take our rigorous written & oral exams.

ABCs APPLICANTS

- When pursuing board certification with the American Board of Cosmetic Surgery, an applicant must hold prior board certification in:
- General Surgery
 - Plastic Surgery
 - Otolaryngology
 - Obstetrics & Gynecology
 - Urology
 - Orthopedic Surgery
 - Dermatology
 - CMS

3

 AACSB @AACSB_News · May 26 
Calling all #PracticeManagers, Office Staff, Patient Coordinators, RNs, #Nurses, MAs or Techs. Build new skills & join us for our next 2022 #AACSB #AlliedHealth Brunch. Learn and Network. Non-members are welcome & registration is free. Register today: bit.ly/3t1Qe5u





1 2



AACSB_News · May 20
Dr. Alex Sobel, AACSB Vice President and Annual Scientific Meeting Chair, invites you to submit an abstract for #AACSB2023. To view the categories and submit, visit: bit.ly/3PeGDRA #cosmeticsurgery



1 1

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MEMBER HIGHLIGHTS

Dr. Duplechain Shares the Benefits of an Academy Membership

"The Academy means everything to me. It's where I went to learn advanced procedures when I wanted to do more cosmetic surgery and that is where I met friends, mentors and colleagues that I will cherish for the rest of my life."

[READ MORE](#)

A Conversation with Drs. Obagi, Moreira and Petro

At the AACSB 2022 Annual Scientific Meeting, Dr.'s Jane Petro, Andrea Moreira and Suzan Obagi gathered at the Women in Cosmetic Surgery(WICS) Forum to address gender equality in the medical field and improvements they are currently making themselves. They discuss what can be done to change the standard for what is considered competence for women and males in the workplace.

JOURNAL



The American Journal of Cosmetic

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Surgery

Featuring state-of-the-art cosmetic surgery procedures, topics and breakthroughs.

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Cosmetic Surgery Foundation

Formed in 2000, the Cosmetic Surgery Foundation (CSF) serves as the research and education arm of AACS and is committed to the advancement of the science of cosmetic surgery and the enhancement of patient safety and trust.

[Learn More](#)

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THE 2021 VIRTUAL ANNUAL SCIENTIFIC MEETING

February 3-28, 2021

[More Info](#)

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Dedicated to patient safety & physician education

THE PHILOSOPHY

The philosophy of the academy is strongly influenced by the founder of the

WHO ARE THE MEMBERS

Most members of WAOCs are dermatological surgeons, facial plastic surgeons,

American Academy of Cosmetic Surgery Dr. Richard C. Webster. Dr. Webster's primary goal was learning and teaching. Subsequently the World Academy of Cosmetic Surgery is willing to teach all doctors who are willing to learn.

head and neck surgeons, oral and maxillofacial surgeons, general surgeons, plastic surgeons or ocular plastic surgeons – all of whom specialize in cosmetic surgery. The Academy is a registered non-profit organisation.

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Dedicated to patient safety & physician education



Advanced Lipoabdominoplasty Workshop

Accelerate your learning curve to transition from classroom to performing Lipoabdominoplasty in your current practice. The purpose of this Advanced Lipoabdominoplasty workshop is to teach this advanced surgical skill with the goal of mastery.

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AMERICAN ACADEMY OF COSMETIC SURGERY

Featured Events



American Academy of Cosmetic Surgery Annual Meeting

The 2020 Annual Scientific Meeting of the American Academy of Cosmetic Surgery "35 Years Strong: Past / Present / Future", February 27-29, 2020 Mandalay Bay Convention Center, Las Vegas.

[FIND OUT MORE](#)

AACS — In-Person Courses & Training Workshops

The Academy's educational offerings put patient safety into practice. Our in-person courses and training workshops are taught by a diverse roster of experts who are renowned for their groundbreaking techniques and technologies.

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USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued
on August 23, 2022 for
U.S. Trademark Application Serial No. 97120474

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: Thomas Young

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97120474**

#	Search	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/Search Duration
1	97120474[sn]	1	0	1	1	0:00
2	"state of the art academy"[bi,ti]	2	1	1	1	0:02
3	"art academy"[bi,ti]	33	0	0	0	0:00
4	"state of the art"[bi,ti]	139	0	0	0	0:03
5	3 not dead[lid]	19	0	19	19	0:00
6	4 not dead[lid]	22	0	22	22	0:00
7	(*{"sz"}ta{"iey"}t* {"sz"}tate*)[bi,ti] not dead[lid]	12800	0	0	0	0:02
8	*art*[bi,ti] not dead[lid]	79673	0	0	0	0:01
9	*a{"ckq":2}ad{v}m{"iye"}*[bi,ti] not dead[lid]	5654	0	0	0	0:02
10	7 and 8	354	0	354	354	0:02
11	8 and 9	270	0	270	270	0:03
12	7 and 9	69	0	69	69	0:03
13	({"sz"}ta{"iey"}t{"e":0:1} {"sz"}tate*)[bi,ti] not dead[lid]	7881	0	0	0	0:32
14	({"sz"}ta{"iey"}t{"e":0:1} {"sz"}tate)[bi,ti] not dead[lid]	3711	0	0	0	0:29
15	14 and "041"[cc]	2423	0	0	0	0:29
16	14 and ("041" a b "200")[ic]	1116	0	500	500	0:30
17	14 and ("009")[ic] and (not 16)	189	0	189	189	0:32
18	14 and ("016")[ic] and (not 16) and (not 17)	160	0	160	160	0:31
19	14 and ("042")[ic] and (not 16) and (not 17) and (not 18)	164	0	164	164	0:32
20	14 and ("035")[ic] and (not 16) and (not 17) and (not 18) and (not 19)	370	0	370	370	0:46
21	ar{"t":2}[bi,ti] not dead[lid]	7904	0	0	0	0:00
22	21 and "041"[cc]	3894	0	0	0	0:00
23	21 and ("041" a b "200")[ic]	1918	0	397	397	0:01
24	21 and ("009")[ic] and (not 23)	445	0	445	445	0:02
25	21 and ("016")[ic] and (not 23) and (not 24)	1350	0	395	395	0:01
26	21 and ("042")[ic] and (not 23) and (not 24) and (not 25)	325	0	325	325	0:03
27	21 and ("035")[ic] and (not 23) and (not 24) and (not 25) and (not 26)	839	0	417	417	0:04

Session started 08/23/2022 8:45 am

Session ended 08/23/2022 9:25 am

Total search duration 290.00

Session duration 40 minutes 20 seconds

Adjacency Level 1

Near Level 1