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**Subject:** U.S. Trademark Application Serial No. 97118526 - AROMA FREEDOM CLINIC  
**Sent:** August 22, 2022 05:15:55 PM EDT  
**Sent As:** [tmng.notices@uspto.gov](mailto:tmng.notices@uspto.gov)

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### Attachments

5269196  
[screencapture-www-macmillandictionary-com-dictionary-american-coaching-16611989725651](#)  
[screencapture-therapyandtraining-ie-16612009189511](#)  
[screencapture-www-jodibaglien-online-aromatherapy-core-program-16612012750181](#)  
[screencapture-physicaltherapyzone-com-16612014049971](#)  
[screencapture-www-peghaust-com-aroma-freedom-html-16612018685531](#)  
[screencapture-theoilspotrva-com-aroma-freedom-technique-16612020514641](#)  
[screencapture-www-janellrardon-com-aroma-freedom-technique-16612022086941](#)  
[screencapture-www-macmillandictionary-com-dictionary-american-clinic-16612023530331](#)

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

**U.S. Application Serial No.** 97118526

**Mark:** AROMA FREEDOM CLINIC

**Correspondence Address:**  
GIFFORD, MISSE EZENDEYA  
13697 FALL HARVEST DR  
FRISCO TX 75033 UNITED STATES

**Applicant:** Gifford, Missey Ezendeya

**Reference/Docket No.** N/A

**Correspondence Email Address:** [missy\\_gifford@yahoo.com](mailto:missy_gifford@yahoo.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 22, 2022

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

### **Summary of Issues**

Section 2(d) Refusal – Likelihood of Confusion  
Section 2(e)(1) Refusal – Merely Descriptive  
Request for Information--Descriptive  
Definite Identification of Services Requirement  
Specimen Does Not Show Use in Specific Class

### **Section 2(d) Refusal – 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. 5269196. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the attached registration(s).

Trademark Act Section 2(d) bars registration of an applied-for mark that so resembles a registered mark that it is likely a consumer would be confused, mistaken, or deceived as to the source of the goods and/or services of the applicant and registrant(s). *See* 15 U.S.C. §1052(d). Determining likelihood of confusion is made on a case-by-case basis by applying the factors set forth in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973). *In re i.am.symbolic, llc*, 866 F.3d 1315, 1322, 123 USPQ2d 1744, 1747 (Fed. Cir. 2017). However, “[n]ot all of the [*du Pont*] factors are relevant to every case, and only factors of significance to the particular mark need be considered.” *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1366, 101 USPQ2d 1713, 1719 (Fed. Cir. 2012) (quoting *In re Mighty Leaf Tea*, 601 F.3d 1342, 1346, 94 USPQ2d 1257, 1259 (Fed. Cir. 2010)). The USPTO may focus its analysis “on dispositive factors, such as similarity of the marks and relatedness of the goods [and/or services].” *In re i.am.symbolic, llc*, 866 F.3d at 1322, 123 USPQ2d at 1747 (quoting *Herbko Int'l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 USPQ2d 1375, 1380 (Fed. Cir. 2002)); *see* TMEP §1207.01.

The applicant’s mark is AROMA FREEDOM CLINIC for “personal coaching and therapy.”

The registrant’s mark is AROMA FREEDOM TECHNIQUE for “training in the field of self-help techniques.”

### **Similarity of Marks**

Marks are compared in their entirieties for similarities in appearance, sound, connotation, and commercial impression. *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 USPQ2d 1157, 1160 (Fed. Cir. 2014) (quoting *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F.3d 1369, 1371, 73 USPQ2d 1689, 1691 (Fed. Cir. 2005)); TMEP §1207.01(b)-(b)(v). “Similarity in any one of these elements may be sufficient to find the marks

confusingly similar.” *In re Davia*, 110 USPQ2d 1810, 1812 (TTAB 2014) (citing *In re 1st USA Realty Prof’ls, Inc.*, 84 USPQ2d 1581, 1586 (TTAB 2007)); *In re White Swan Ltd.*, 8 USPQ2d 1534, 1535 (TTAB 1988); TMEP §1207.01(b).

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

The dominant element of the marks AROMA FREEDOM creates a confusingly similar commercial impression with the registered mark because a consumer would likely believe AROMA FREEDOM CLINIC and AROMA FREEDOM TECHNIQUE refer to the same source.

Although marks are compared in their entireties, one feature of a mark may be more significant or dominant in creating a commercial impression. See *In re Detroit Athletic Co.*, 903 F.3d 1297, 1305, 128 USPQ2d 1047, 1050 (Fed. Cir. 2018) (citing *In re Dixie Rests.*, 105 F.3d 1405, 1407, 41 USPQ2d 1531, 1533-34 (Fed. Cir. 1997)); TMEP §1207.01(b)(viii), (c)(ii). Matter that is descriptive of or generic for a party’s goods and/or services is typically less significant or less dominant in relation to other wording in a mark. See *Anheuser-Busch, LLC v. Innopak Sys. Pty Ltd.*, 115 USPQ2d 1816, 1824-25 (TTAB 2015) (citing *In re Chatam Int'l Inc.*, 380 F.3d 1340, 1342-43, 71 USPQ2d 1944, 1946 (Fed. Cir. 2004)).

In the present case, as further explained in the disclaimer requirement below, the attached dictionary evidence shows that the wording CLINIC in the applied-for mark is generic for applicant’s services. Thus, this wording is less significant in terms of affecting the mark’s commercial impression, and renders the wording AROMA FREEDOM the more dominant element of the mark. Likewise, the disclaimer statement in the registrant’s shows a disclaimer of the descriptive or generic wording TECHNIQUE, rendering the wording AROMA FREEDOM the more dominant element of the registered mark.

Therefore, the marks are confusingly similar because applicant’s mark AROMA FREEDOM CLINIC creates an overall similar commercial impression with the registered mark AROMA FREEDOM TECHNIQUE.

#### Relatedness of Services

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

Determining likelihood of confusion is based on the description of the goods and/or services stated in the application and registration at issue, not on extrinsic evidence of actual use. See *In re Detroit Athletic Co.*, 903 F.3d 1297, 1307, 128 USPQ2d 1047, 1052 (Fed. Cir. 2018) (citing *In re*

*i.am.symbolic, llc*, 866 F.3d 1315, 1325, 123 USPQ2d 1744, 1749 (Fed. Cir. 2017)).

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

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

With respect to the other services, the attached internet evidence from T&T at <https://therapyandtraining.ie/>, Jodi Baglien Aromatherapy at <https://www.jodibaglien.online/aromatherapy-core-program>, and The Physical Therapy Zone at <https://physicaltherapyzone.com/> establishes that companies like the applicant that provide "various therapy services" also provide "training services," like the registrant. This evidence shows that applicant's and registrant's services overlap and are commonly available from a single source. Moreover, this evidence indicates that the relevant consumers are likely accustomed to encountering "therapy and training services

emanating from the same source and offered under the same mark. Thus, applicant's and registrant's services are considered related for likelihood of confusion purposes. See, e.g., *In re Davey Prods. Pty Ltd.*, 92 USPQ2d 1198, 1202-04 (TTAB 2009); *In re Toshiba Med. Sys. Corp.*, 91 USPQ2d 1266, 1268-69, 1271-72 (TTAB 2009).

Upon encountering highly similar marks and identical and otherwise closely related services, consumers would mistakenly believe that applicant's services and registrant's services emanate from a common source, and thus a likelihood of confusion as to source would result. Therefore, applicant's mark is not entitled to registration.

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

## **Section 2(e)(1) Refusal – Merely Descriptive**

Registration is refused because the applied-for mark merely describes a feature of 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.*

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

*Patents*, 252 U.S. 538, 543 (1920)).

The applicant applied to register the mark AROMA FREEDOM CLINIC for “personal coaching and therapy.”

The attached third-party websites at <https://www.peghaust.com/aroma-freedom.html> define AROMA FREEDOM as using “essential oils and focusing exercises to clear negative thought patterns that get in our way. It combines aromatherapy, energy medicine, neuroscience and the last 100 years of psychology into a simple 12- step process.” Moreover, the attached third party websites at <https://theoilspotrva.com/aroma-freedom-technique/> and <https://www.janellardon.com/aroma-freedom-technique/> clearly show that AROMA FREEDOM is commonly used by others to describe a technique used in training, coaching and therapy services.

In addition, the attached entry from the online Macmillan dictionary, the term CLINIC is defined as “a place where people go to receive a particular type of medical treatment or advice.”

Therefore, AROMA FREEDOM merely describes a feature and CLINIC generic wording of applicant’s services.

Generally, if the individual components of a mark retain their descriptive meaning in relation to the goods and/or services, the combination results in a composite mark that is itself descriptive and not registrable. *In re Fat Boys Water Sports LLC*, 118 USPQ2d 1511, 1516 (TTAB 2016) (citing *In re Tower Tech, Inc.*, 64 USPQ2d 1314, 1317-18 (TTAB (2002)); TMEP §1209.03(d); see, e.g., *Apollo Med. Extrusion Techs., Inc. v. Med. Extrusion Techs., Inc.*, 123 USPQ2d 1844, 1851 (TTAB 2017) (holding MEDICAL EXTRUSION TECHNOLOGIES merely descriptive of medical extrusion goods produced by employing medical extrusion technologies); *In re Cannon Safe, Inc.*, 116 USPQ2d 1348, 1351 (TTAB 2015) (holding SMART SERIES merely descriptive of metal gun safes); *In re King Koil Licensing Co.*, 79 USPQ2d 1048, 1052 (TTAB 2006) (holding THE BREATHABLE MATTRESS merely descriptive of beds, mattresses, box springs, and pillows).

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

In this case, AROMA FREEDOM CLINIC included generic wording and immediately describes a feature of applicant’s services, i.e., providing a place where others go to receive aromatherapy and personal coaching services for mental and perhaps physical disorders and other conditions or otherwise known as AROMA FREEDOM CLINIC. Therefore, the combination of terms does not create a unique or incongruous meaning.

For the above reasons, the proposed mark AROMA FREEDOM CLINIC directly and immediately conveys information about applicant’s services. Accordingly, the proposed mark is merely descriptive, and registration is properly refused on the Principal Register under section 2(e)(1).

Although applicant’s mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

Suggest Amendment to Supplemental Register

The applied-for mark has been refused registration on the Principal Register. Applicant may respond to the refusal by submitting evidence and arguments in support of registration and/or by amending the application to seek registration on the Supplemental Register. *See* 15 U.S.C. §1091; 37 C.F.R. §§2.47, 2.75(a); TMEP §§801.02(b), 816. Amending to the Supplemental Register does not preclude applicant from submitting evidence and arguments against the refusal(s). TMEP §816.04.

#### **Disclaimer of Generic Wording if Amending to Supplemental Register**

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

Applicant may submit a disclaimer in the following format:

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

TMEP §1213.08(a)(i).

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

#### **Request for Information--Descriptive**

Due to the descriptive nature of the applied-for mark, applicant must provide the following information and documentation regarding the goods and/or services and wording appearing in the mark:

(1) Fact sheets, instruction manuals, brochures, advertisements and pertinent screenshots of applicant's website as it relates to the goods and/or services in the application, including any materials using the terms in the applied-for mark. Merely stating that information about the goods and/or services is available on applicant's website is insufficient to make the information of record.;

(2) If these materials are unavailable, applicant should submit similar documentation for goods and services of the same type, explaining how its own product or services will differ. If the goods and/or services feature new technology and information regarding competing goods and/or services is not available, applicant must provide a detailed factual description of the goods and/or services. Factual information about the goods must make clear how they operate, salient features, and prospective customers and channels of trade. For services, the factual information must make clear what the services are and how they are rendered, salient features, and prospective customers and channels of trade. Conclusory statements will not satisfy this requirement.; and

(3) Applicant must respond to the following questions: Do applicant's services feature "aroma freedom" techniques? Do applicant's competitors use "aroma freedom" to advertise similar services? Who is the typical consumer of applicant's services? Where are applicant's services typically provided?

*See* 37 C.F.R. §2.61(b); TMEP §§814, 1402.01(e).

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

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

### **Definite Identification of Services Requirement**

Wording in the identification of services is (1) indefinite and must be clarified, (2) overbroad in that it encompasses goods/services in more than one international classification and/or (3) misclassified. *See* TMEP §1402.01. Please see suggested identification below for specific wording that requires clarification and/or reclassification.

Please note that bolded wording/punctuation indicates a suggested addition(s)/amendment(s) to applicant's current identification to make it definite. In addition, please note that the bracketed entries below require applicant to insert information. Finally, please note that the suggested identification may include additional international classifications and, if applicant adopts these suggested identifications, applicant will need to comply with the requirements set forth in the multiple class requirements section below.

Applicant may substitute the following wording, if accurate:

**Class 41: Personal coaching in the field of [specify field or subject matter]**

**Class 44: [specify type, e.g., Aromatherapy] services**

### Additions to Identification Not Permitted

Applicant's goods and/or services may be clarified or limited, but may not be expanded beyond those originally itemized in the application or as acceptably amended. *See* 37 C.F.R. §2.71(a); TMEP §1402.06. Applicant may clarify or limit the identification by inserting qualifying language or deleting items to result in a more specific identification; however, applicant may not substitute different goods and/or services or add goods and/or services not found or encompassed by those in the original application or as acceptably amended. *See* TMEP §1402.06(a)-(b). The scope of the goods and/or services sets the outer limit for any changes to the identification and is generally determined by the ordinary meaning of the wording in the identification. TMEP §§1402.06(b), 1402.07(a)-(b). Any acceptable changes to the goods and/or services will further limit scope, and once goods and/or services are deleted, they are not permitted to be reinserted. TMEP §1402.07(e).

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

*To expedite prosecution of this trademark application, when amending the identification as required above, the Office strongly encourages the applicant to select pre-approved wording contained within this manual that accurately describes the goods and/or services therein. Failure to do so may result in delay.*

#### Section 1(a) Requirements for Combined Applications

The application references goods and/or services based on use in commerce in more than one international class; therefore, applicant must satisfy all the requirements below for each international class:

- (1) **List the goods and/or services by their international class number** in consecutive numerical order, starting with the lowest numbered class (for example, International Class 3: perfume; International Class 18: cosmetic bags sold empty).
- (2) **Submit a filing fee for each international class** not covered by the fee(s) already paid (view the [USPTO's current fee schedule](#)). Specifically, the application identifies goods and/or services based on use in commerce that are classified in at least 2 classes; however, applicant submitted a fee(s) sufficient for only 1 class(es). Applicant must either (a) submit the filing fees for the classes not covered by the submitted fees or (b) restrict the application to the number of classes covered by the fees already paid.
- (3) **Submit verified dates of first use of the mark** anywhere and in commerce for each international class. [See more information about verified dates of use.](#)
- (4) **Submit a specimen for each international class.** The current specimen is not acceptable for any international class. [See more information about specimens.](#)

Specimens for goods include a photograph of (1) the actual goods bearing the mark; (2) an actual container, packaging, tag or label for the goods bearing the mark; or (3) a point-of-sale display showing the mark directly associated with the goods. *See 37 C.F.R. §2.56(b)(1), (c); TMEP §904.03(a)-(m).* A webpage specimen submitted as a display associated with the goods must show the mark in association with a picture or textual description of the goods and include information necessary for ordering the goods. TMEP §904.03(i); *see 37 C.F.R. §2.56(b)(1), (c).*

Specimens for services must show a direct association between the mark and the services and include: (1) copies of advertising and marketing material, (2) a photograph of business signage or billboards, or (3) materials showing the mark in the sale, rendering, or advertising of the services. *See 37 C.F.R. §2.56(b)(2), (c); TMEP §1301.04(a), (h)(iv)(C).*

Any webpage printout or screenshot submitted as a specimen, whether for goods or services, must include the webpage's URL and the date it was accessed or printed. 37 C.F.R. §2.56(c).

(5) **Submit a verified statement** that “The specimen was in use in commerce on or in connection with the goods and/or services listed in the application at least as early as the filing date of the application.” [See more information about verification.](#)

*See 37 C.F.R. §2.86(a); TMEP §§1403.01, 1403.02(c).*

For an overview of the requirements for a Section 1(a) multiple-class application and how to satisfy the requirements online using the Trademark Electronic Application System (TEAS) form, see the [Multiple-class Application webpage](#).

#### Class Fees

The fee for adding classes to a TEAS Standard application is \$350 per class. *See 37 C.F.R. §2.6(a)(1)(iii).* For more information about adding classes to an application, see the [Multiple-class Application webpage](#).

#### **Specimen Does Not Show Use in Specific Class**

Registration is refused because the specimen does not show the applied-for mark as actually used in commerce in connection with any of the services specified in International Classes 41 or 44. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); *In re Keep A Breast Found.*, 123 USPQ2d 1869, 1876-79 (TTAB 2017); TMEP §§904, 904.07(a), 1301.04(d), (g)(i). An application based on Trademark Act Section 1(a) must include a specimen showing the applied-for mark as actually used in commerce for each international class of goods and/or services identified in the application or amendment to allege use. 15 U.S.C. §1051(a)(1); 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a); *see In re Gulf Coast Nutritionals, Inc.*, 106 USPQ2d 1243, 1247 (TTAB 2013).

Specifically, the specimen is a website that shows applicant's mark thereon. However, there is no clear indication of what the services are. Thus, registration is refused because the mark is not shown in connection with the identified services in Classes 41 and/or 44.

The applicant is required to submit a substitute specimen or amend to section 1(b). See the requirements in detail below.

Specimens for goods include a photograph of (1) the actual goods bearing the mark; (2) an actual container, packaging, tag or label for the goods bearing the mark; or (3) a point-of-sale display showing the mark directly associated with the goods. *See 37 C.F.R. §2.56(b)(1), (c); TMEP §904.03(a)-(m).* A webpage specimen submitted as a display associated with the goods must show the mark in association with a picture or textual description of the goods and include information necessary for ordering the goods. TMEP §904.03(i); *see 37 C.F.R. §2.56(b)(1), (c).*

Specimens for services must show a direct association between the mark and the services and include: (1) copies of advertising and marketing material, (2) a photograph of business signage or billboards, or (3) materials showing the mark in the sale, rendering, or advertising of the services. *See 37 C.F.R. §2.56(b)(2), (c); TMEP §1301.04(a), (h)(iv)(C).*

Any webpage printout or screenshot submitted as a specimen must include the webpage’s URL and the date it was accessed or printed on the specimen itself, within the TEAS form that submits the specimen, or in a verified statement under 37 C.F.R. §2.20 or 28 U.S.C. §1746 in a later-filed response. *See 37*

C.F.R. §2.56(c); TMEP §§904.03(i), 1301.04(a).

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

- (1) Submit a different specimen (a verified “[substitute](#)” specimen) that (a) was in actual use in commerce at least as early as the filing date of the application or prior to the filing of an amendment to allege use and (b) shows the mark in actual use in commerce for the goods and/or services identified in the application or amendment to allege use. A “verified substitute specimen” is a specimen that is accompanied by the following statement made in a signed affidavit or supported by a declaration under 37 C.F.R. §2.20: “The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application or prior to the filing of the amendment to allege use.” The substitute specimen cannot be accepted without this statement.
- (2) Amend the filing basis to [intent to use under Section 1\(b\)](#) (which includes withdrawing an amendment to allege use, if one was filed), as no specimen is required before publication. This option will later necessitate additional fee(s) and filing requirements, including a specimen.

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

## PRO SE RESPONSE GUIDELINES

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

Please call or email the assigned trademark examining attorney with questions about this Office action. Although an examining attorney cannot provide legal advice, the examining attorney can provide additional explanation about the refusal(s) and/or requirement(s) in this Office action. *See* TMEP §§705.02, 709.06. The USPTO does not accept emails as responses to Office actions; however, emails can be used for informal communications and are included in the application record. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.

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

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

/William Verhosek/  
William Verhosek  
Trademark Examining Attorney  
Law Office 114  
(571) 272-9464  
[william.verhosek@uspto.gov](mailto:william.verhosek@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**

THE AROMA FREEDOM TECHNIQUE

**Mark Punctuated**

THE AROMA FREEDOM TECHNIQUE

**Translation**

**Goods/Services**

- IC 016. US 002 005 022 023 029 037 038 050.G & S: Books featuring self-help techniques. FIRST USE: 20160601. FIRST USE IN COMMERCE: 20160601
- IC 041. US 100 101 107.G & S: Training in the field of self-help techniques. FIRST USE: 20160601. FIRST USE IN COMMERCE: 20160601

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Design Code**

**Serial Number**

87134698

**Filing Date**

20160811

**Current Filing Basis**

1A

**Original Filing Basis**

1A

**Publication for Opposition Date**

20170606

**Registration Number**

5269196

**Date Registered**

20170822

**Owner**

(REGISTRANT) Perkus, Benjamin INDIVIDUAL UNITED STATES 1617 State Route 12 Binghamton NEW YORK 13901 (LAST LISTED OWNER) AROMA FREEDOM INTERNATIONAL, LLC LIMITED LIABILITY COMPANY WYOMING 1617 STATE ROUTE 12 BINGHAMPTON NEW YORK 13901

**Priority Date**

**Disclaimer Statement**

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AROMA" AND "TECHNIQUE" APART FROM THE MARK AS SHOWN

**Description of Mark**

**Type of Mark**

TRADEMARK. SERVICE MARK

**Register**

PRINCIPAL

**Live Dead Indicator**

LIVE

**Attorney of Record**

Mark A. Nieds

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Search Macmillan Dictionary 

**coaching** DEFINITIONS AND SYNONYMS  
NOUN UNCOUNTABLE US /kou̇tɪŋ/ /kou̇tɪŋ/

DEFINITIONS 2

1 the process of training a person or team in the skills needed to play a particular sport well

Synonyms and related words

Sports coaching and training

coach coach  
coaching ...

Explore Thesaurus →

2 the process of giving a student extra private teaching in a particular subject, especially in order to help them with an examination that they are going to take

Synonyms and related words

View the pronunciation for coaching.

Using the dictionary →

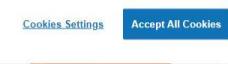
OTHER ENTRIES FOR THIS WORD

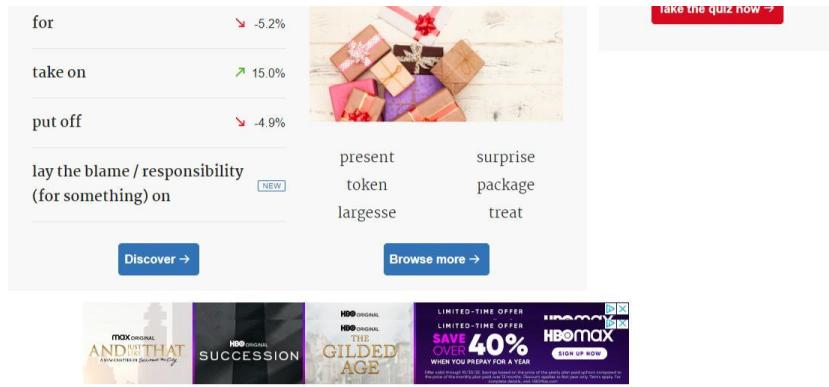
coach VERB

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# Corporate Training, Psychotherapy and Supervision for individuals, couples and groups

We specialise in all things Mental Health and Wellbeing both online and face-to-face

BOOK APPOINTMENT





## Workplace Wellness Consultancy

Living through a pandemic is bringing unprecedented challenges. We are providing consultancy and customised online training supports to employers and employees nationwide, supporting them in their mental health and wellbeing.

[LEARN MORE](#)

## Counselling & Psychotherapy Services

Counselling & Psychotherapy is a safe space where you can reflect on what is happening in your life without judgement. You will also be facilitated and challenged to explore what you are finding difficult and find new ways to cope differently.

[LEARN MORE](#)

## Professional Supervision Services

Supervision is a reflective space for individuals or groups to explore, learn and grow. Personally tackle your professional challenges with my support and feel informed, empowered and energised. click for more info.

[LEARN MORE](#)



## Online video sessions now available

All Couple, Relationship and Individual therapy sessions are now available online through zoom.

[CONTACT US](#)



*Irish Association for Counselling and Psychotherapy*

### Hello! I'm Linda

IACP Accredited Psychotherapist & Counsellor

I have nearly 20 years' experience of working with individuals, couples and groups in therapeutic and corporate environments. I have a real passion for empowering clients, supervisees, employees and group participants to process their inner beliefs, doubts and dreams and in turn to take further steps towards becoming their best selves both personally and professionally.



Linda created a tailor-made presentation and Self-Care Talk for our team. Linda's style of presentation was very warm and engaging, immediately making everyone feel comfortable. We learnt valuable skills for our professional and personal lives, to deal with stress, change and lack of control in situations.

Anna Kierans, HR Officer  
Rathfarnham Daycare/ Kidspace



Linda is a fantastic facilitator, she conveys each topic with honesty and clarity and is open to everyone's opinions and thoughts. She has great experience and is extremely knowledgeable in the field of mental health and well-being. I really do feel I have gained a deeper understanding of stress and anxiety and knowing how to reflect on certain feelings and emotions.

CalIX Employee



Linda is extremely personable and presented the material in a honest, positive and non-intimidating manner. Each staff member took something from the session that was relevant to them and that could help them. Working with Linda was fantastic and highly recommendable.

Laura Murphy, HR Manager  
Thesaurus Software Ltd / Brightpay Ltd

## Featured On



THE SUNDAY TIMES  
IRELAND EDITION

## Featured in the Sunday Times

The Therapy And Training Boss Embraced The Anxiety Brought On By The Pandemic And Took Her Start-Up Online

I remember the surrealness of it all. Before lockdown, I was already in a zone of anxiety, change and newness having only recently gone fully self-employed 18 months earlier. I remember the panic and anxiety on the day of Leo Varadkar's first speech announcing the closure....

[READ MORE](#)

## Featured on Ireland Together

Ireland Together With: Linda Breathnach, Psychotherapist And Lecturer (Interview)

Linda Breathnach MIACP is an accredited counsellor and psychotherapist with 20 years' experience of working with couples, individuals and groups. She runs a busy private practice, is a lecturer for PCI College and she also runs Online Talks and Corporate Workshops. In the last few weeks she has been presenting Online Wellness Talks....

[READ MORE](#)

## Video: Couples Communication

Couples Communication During Difficult Times

Linda Breathnach's interview with PCI College (affiliated with Middlesex University) about how to improve communications in couples during these challenging times. Linda offers a wealth of tips, suggestions and advice on how to communicate better and avoid arguments and conflict ....

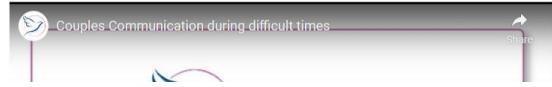
[READ MORE](#)

## MH&WS Chat Series on Coping During a Global Pandemic

A number of people asked if we could help with some tips about minding our mental in the current health crisis. So we reached out to some of our previous speakers and other mental health professionals and with their help, have created a short series of conversations covering a number of different topics about coping during this difficult time. In this first chat we discuss how parents can look after themselves in order to cope with the increased pressures the current health emergency has created, with Linda Breathnach [TherapyandTraining.ie](http://TherapyandTraining.ie)

### Couples

— — — — —



# Communication during difficult times

In today's talk, our lecturer, Linda Breathnach is interviewed by PCI's Mike Hackett on how to enhance couple communication during the current lockdown. Linda offers a wealth of tips, suggestions and advice on how to communicate better and avoid arguments and conflict.



## Short talk series 2020

Couple communication during challenging times

Watch on YouTube

### The way I work

Listening, Challenging, Facilitating & Empowering

I facilitate and empower you to work through whatever is blocking you and help move you out of whatever "stuckness" you might be experiencing. Through proper counselling and psychotherapy, I strive to solve any issue you may have.



## Individual Counselling & Psychotherapy for Men

Men can sometimes feel pressured to "put a brave face on" when really you might be feeling vulnerable or overwhelmed underneath. If you would like to work through uncomfortable negative emotions towards becoming an empowered and confident man, I can help!

## Relationship Counselling & Psychotherapy

Having a third person who is trained to be objective and non-judgemental yet challenging when necessary can be really helpful for couples who feel like they are going around in circles.

Relationship counselling and psychotherapy can be really helpful for healing issues that may have been avoided for convenience and in so doing, bring these issues to the fore to be analysed in a professional yet personal manner.



COUNSELLING &  
PSYCHOTHERAPY

# How Do I Get Started?



## Let's Chat

Start a conversation with us to see if we can help you with your Counselling, Psychotherapy or Corporate Training needs. Phone, email or Facebook chat with us today.



## Book Appointment

Daytime & Evening Therapy /Supervision appointments available. You can also arrange an initial consultation to identify and plan your workplace wellbeing training needs.



## Feel Better

Now more than ever, we need to look after ourselves and each other, Contact Us now and find out more.





Patch Training Program Core Training Program Consulting Services About Jodi BLOG SHOP Quella Essential Oils



## Aromatherapy Core Program

A Comprehensive Training Program for Long Term Care Communities



### Improve Quality Measures

Meeting the need to provide effective non-drug options



### Smooth Implementation

Expert consulting & a comprehensive program guides you each step of the way



### A True Holistic Program

From patient care to staff wellness - a healthy mind, body, & spirit of all involved is our goal

**Trust our reputable training programs to help**

We practice and teach intelligent, skillful use of essential oils.

We appreciate that improving the overall quality of life for those in your care is the primary goal.

When working with medically fragile and vulnerable people, following clinical guidelines and best practices as you would with any skilled therapy is key for the overall safety of residents and staff.

The risks of a do it yourself aromatherapy program are evident.

**Here's a Clinical Aromatherapist view from years of experience of a "DIY" approach of using essential oils in Healthcare settings:**

- Staff or residents complain about overwhelming aroma
- Someone on staff "knows a little about essential oils" and they are directing oil choices, and methodology, without formal education in this skilled therapy
- Those with higher risk conditions are not assessed properly, staff is unaware of contraindications of the individual oils.
- A "one oil" fits all approach is used
- Lavender is used for everything
- Your outcomes are unknown
- Aromatherapy goes into the closet when Survey comes

## **Benefits of our Aromatherapy Core Program**

### **Proven Results**

A proven track record of helping communities reduce medications, enhance person-centered care and well-being with aromatherapy.

### **Easy Implementation**

We provide policy templates, clinical guidelines, clear methodology, and expert consulting to start with ease.

### **Online Staff Education**

Complete with train the trainer program, and support staff snapshot program.



#### Follow Up Support

Our clients love our customer service.

#### Want to Learn More?

Schedule a Complimentary Discovery Call with Jodi Baglien!

- This is a free call to help you define your needs and how Jodi Baglien's aromatherapy consulting services, training programs, or essential oil products may benefit you & those you care for!
- We can answer your questions about starting up, how our programs work, and more!
- Can range from 15 to 30 minutes, option to meet via video chat or by phone.

[Schedule a Discovery Call](#)

#### About Jodi



This I know for certain,  
Aromatherapy is a skilled  
therapy and needs to be  
treated as such!

~ Jodi Baglien

As a Certified Clinical Aromatherapist, Holistic Practitioner, and Educator with 20 years of experience, Jodi provides a unique mix of science based research, with hands on practical knowledge and experience. She is a recognized thought leader in Aromatherapy dedicated to holistic therapies, honoring the plants, and wholehearted staff education.

A pioneer in advising medical professionals on how to start aromatherapy programs and to effectively use essential oils in patient care, in order to provide non-pharmaceutical options and provide healing environments.

We are *honored* to assist healthcare professionals who are bringing integrative therapies into healthcare!

[Learn more about Jodi](#)

*"I can't even imagine not offering aromatherapy  
to our residents anymore, we all rely on it!"*

### Aromatherapy Core Program Includes:

#### Consulting for Easy Implementation:

We guide your team every step of the way with 4 hours of dedicated consulting time. We provide policy templates, lead team planning sessions, printed resources, community educational templates, SDS sheets, Everything you need to ensure long-term success.

#### Online Staff Training:

24/7 online access to our digital classroom, unlimited use per site.  
Two-Tiered Training:

1. Comprehensive "Train the Trainer" level for lead staff.
2. "Support Staff Snapshot" version for support staff.

Independent online learning complete with quizzes to show competency, and receive a certificate of completion.  
Printable quick reference guides, SDS sheets for products, and much more.

#### Ongoing Support:

From helping you with your first product orders, to guiding you thru new challenges, we stick with you to make sure your program is sustainable and effective.

#### \*BONUSES\* - Care for the caregivers!

**Staff Wellness Module**- Dedicated to the health and well-being of you and your team! Use it as a stand-alone wellness program or a fun group activity. We want your team to benefit from essential oils throughout their workday to calm stressed nervous systems, and improve well-being in your community.

We even include a "Staff Only" kit of essential oils and supplies! A \$150 value!

**10% Product Discount** - for both your site and your team of our professional quality *Quella Essential Oil products*.

### Results our Clients are Reporting



## Improve Quality Measures

"Our Quality Measure number for anti-psychotic medication use in January of 2016, was 87%. Our number in June of 2017 **was down to 36%** after implementing aromatherapy thru Jodi! Awesome!"

- Alicia, RN, CCP, RAC-CT VA Home

## Reliable Natural Options

"A Resident used Tramadol 13 times from the 1st - 10th of July. Started her on Comfort Massage Oil on the 10th. Since then she has utilized Tramadol 6 times in 10 days! 50% reduction in the usage of pain medication!"

- Cindy G., Wishek Living Center

## Reduce Stress + Enhance Well Being

"We rated our overall stress level at our home a 10! Now after bringing Jodi's Aromatherapy Core Program into our home, **we all agree it's now a 3!**"

- Marilyn C., Thornecrest Senior Living Community

### Want a printed version of this page?

Click below for a PDF of this page to share with your team. Tip: Overview video content above is much more detailed!

[Get PDF of page above](#)

### Frequently Asked Questions

- Ready To Get Started?
- What do we do in the consulting phase?
- How do we meet to consult?
- How is the training delivered?
- Who is the training targeted for?

> [What essential oils do you use?](#)

> [Jodi's Contact Info](#)



JODI BAGLIEN

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The Physical Therapy Zone

703-837-0010

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## Get In The Zone!

A calm relaxing environment to find the care you need.

Manual Therapy • Dry Needling • Graston Technique • Physical Therapy • Laser Therapy

[REQUEST APPOINTMENT](#)

### What's Holding You Back?



BACK PAIN &  
SCIATICA



NECK PAIN



KNEE PAIN



WE TREAT YOUR UNIQUE CONDITION AND YOUR PAIN  
AT THE SOURCE!

The team at The Physical Therapy Zone effectively treats sports injuries and all types of conditions including repetitive strain injuries, carpal tunnel syndrome, low back



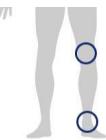
POST  
SURGICAL  
REHAB



STROKE  
REHAB



SPORTS  
INJURIES



pain, motor vehicle accidents, work-related injuries, headaches, neck and shoulder pain, pain and numbness in the extremities, foot pain, and general joint discomfort.

[VIEW ALL CONDITIONS](#)

## Why Patients Choose The Physical Therapy Zone!

Lori Alexander is the best physical therapist ever and I am so grateful to have found her!

The Physical Therapy Zone and Lori Alexander have worked miracles on my back and neck. I cannot praise Lori Alexander enough for her professionalism, compassion, and sheer perseverance in helping to relieve my constant pain. The results of her caring therapy have produced amazing results.

- Dorothy N.

[VIEW MORE TESTIMONIALS](#)

### How Can We Help You?



PHYSICAL THERAPY

Physical therapy is a medical,



GRASTON TECHNIQUE

The Graston technique is a



LASER THERAPY

Laser therapy is a safe,



THERAPEUTIC EXERCISE

Through therapeutic exercise,

hands-on approach to...

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form of instrument-assisted...

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effective, and non-invasive...

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it is possible to have...

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#### MANUAL THERAPY

Manual therapy is a specialized physical therapy treatment...

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#### DRY NEEDLING

Dry needling is a safe and effective method...

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#### CUPPING THERAPY

Cup therapy has the ability to increase hydration...

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#### HAND THERAPY

Having a hand, wrist, or arm injury can...

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[VIEW ALL TREATMENTS](#)

### Award-Winning Services!

#### Best Physical Therapy 2018-2021!

Zebra Magazine • Alexandria, VA



#### A Canine-Friendly Environment!

### We're Dedicated To Making You Pain-Free!

The Physical Therapy Zone is a physical therapist-owned private practice clinic in Old Town Alexandria, VA with practitioners experienced in all areas of physical therapy. Our goal is to return you to feeling well, so you can do what you want to do, pain-free. You will receive one-on-one, hands-on treatment with a physical therapist, and a customized treatment plan that fits your lifestyle. You will always be treated with dignity and respect at The Physical Therapy Zone.

[LEARN MORE ABOUT OUR PHYSICAL THERAPY CLINIC](#)





**The Physical Therapy Zone Is**  
Taking Care Of Our Community  
**In Alexandria, VA**

[REQUEST APPOINTMENT](#)

AUG 20

**HOW CAN I RELIEVE MY  
ARTHRITIS PAIN, WITHOUT  
THE USE OF  
PRESCRIPTION DRUGS?**

**TAKE CONTROL OF YOUR  
HEALTH WITH OUR FREE  
TOOLS**

Subscribe today for free health tips and exclusive offers. Don't worry! We won't bombard your email account with endless emails. Expect just 2 emails every month for healthy living!

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THE PHYSICAL THERAPY ZONE

127 N Washington St # A  
Alexandria, VA 22314-3176  
P: (703) 837-0010 • F: (703) 837-0060



MONDAY - FRIDAY

7:00 AM - 7:00 PM  
SATURDAY  
7:00 AM - 2:00 PM

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[Neck Pain](#)  
[Headache](#)  
[All Conditions](#)

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[Cupping](#)  
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X Hi I'm Victoria!  
How can I help you today?  
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## What is Aroma Freedom?



Aroma Freedom was developed by renowned psychologist, Dr. Benjamin Perkus, Ph.d. It uses essential oils and focusing exercises to clear negative thought patterns that get in our way.

It combines aromatherapy, energy medicine, neuroscience and the last 100 years of psychology into a simple 12-step process.

Using the power of scent and pure Young Living Essential Oils, Aroma Freedom allows the mind to gently release disempowering mindsets allowing you to get out of your own way and finally live the life you were created to live!

### It's time to clear the path...

#### Identify and Release:

- Fears and self-doubt
- Emotional triggers
- Limiting beliefs
- Negative self-talk
- Bad habits
- Traumatic memories
- Self-sabotaging patterns
- Cravings

### It's time to Rise & Shine...

#### Experience the power of essential oils:

- A sense of clarity, purpose, confidence & freedom
- Alignment with your authentic self
- A life of heightened awareness and intuition
- A permanent shift in how you view yourself in the world
- Feeling lighter, happier, and energized!

During your Aroma Freedom session, we will use the following Young Living Essential Oil Blends:

- Memory Release Blend\* (Stress Away, Frankincense, Lavender)
- Inner Child
- Release
- Believe or Transformation

\*Included in Starter Kit



*I've struggled for over a year to meet a specific goal. Peg mentioned Aroma Freedom Technique. I have Young Living Essential Oils, so we scheduled a call. Peg gently walked me through the steps and guided me with the oils and the process. It was very powerful! Not only did I feel super energized and excited after the treatment, but she gave me tools to continue the momentum. It's a daily practice for me now to use my oils and repeat my affirmation. And by the way, I met my goal, and exceeded it! Amazingly simple and effective.*

-Donna Shaffer

---

## Aroma Freedom

---

From small goals to big dreams, if you find yourself losing momentum or can't even get started on something you know you really want let's clear the junk standing in your way. What's stopping you in your tracks...

- Fears and self-doubt
- Emotional triggers
- Limiting beliefs
- Negative self-talk
- Bad habits
- Traumatic memories
- Self-sabotaging patterns
- Cravings

Process through self-defeating blocks gently and quickly so you can start living your best life now!

Contact Peg Today To:

Experience your own 1:1 Aroma Freedom Coaching Session

Request a 90 minute Aroma Freedom group session for your team

QUESTIONS? [CLICK HERE TO VIEW OUR FAQ PAGE](#)

---

## Get Young Living Essential Oils

---

Aroma Freedom uses only Young Living Essential Oils because of their commitment to guaranteed purity.  
If you want to experience the many benefits of essential oils for every area of your life get started today  
with a  
"Premium Starter Kit!"

YOUNG LIVING ESSENTIAL OILS

## FREE Consultation Call

Click Below to schedule a FREE Phone Consultation with Peg.  
Ask questions, get clarity and discuss which services, products and programs are best for you.

FREE CONSULTATION CALL

### CONTACT

Call: (315) 398-1989  
Email: [Here](#)  
PO BOX 98  
Clyde, NY 14433

*Fear to Freedom Holistic Psychotherapy & Coaching and Freedom Fitness*

### SUBSCRIBE

Plus, get a free excerpt of Anxiety Breakthrough.

\* indicates required

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First Name *

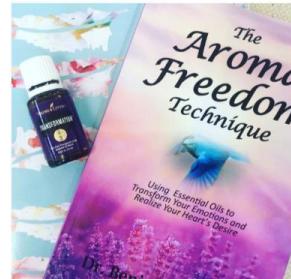
*created by Peg Haas-Arliss  
Positive Intelligence® is the registered trademark of Positive Intelligence,  
Inc. and Shirzad Chamine*



Last Name *	<input type="text"/>
SUBMIT	



## AROMA FREEDOM TECHNIQUE



Aroma Freedom Technique is a step-by-step process for identifying and releasing negative thoughts, feelings and memories that interfere with reaching our goals and dreams.

AFT is meant to be used as a way to set a person's emotional energy flowing in a positive direction, towards growth and expansion rather than contracting in fear, doubt, and paralysis.

[Schedule Appointment](#)

### FOR YOUR SESSION

If you are coming in person, I will provide the essential oils you need for the technique.

If you are participating in a virtual session, you must have the following Young Living Essential Oils:

- o Lavender, Frankincense, AND Stress Away
- o Inner Child OR Frankincense OR Stress Away
- o Release OR Thieves



- Believe, Transformation, OR Lemon

*Optional oils:* Clarity, Peppermint, Valor, Grounding, Harmony, Present Time

If you need access to these oils, please arrange with me ahead of time.



## ON DEMAND ACCESS

As a way to best help you through this technique, I have created a podcast episode that walks you through the steps. While this is a useful tool, some people find that they need someone to walk them through the steps individually. That's where I can come in.

#### Listen Directly:

### Download:



## INFORMED CONSENT

You do **not** have to print this or fill it out ahead of time, but I will be asking that you read and sign it at your session. I have provided a copy here so that you can read and refer back to it.

You may read all of The Oil Spot's policies, procedures, and practice on the [About](#) page.

**THE CLO SPOT** enhanced Client Services

Examine the Client Environment of a business to find health and safety concerns with work areas, equipment, tools, materials, and other factors that may affect workers' health and safety.

**HEALTH & SAFETY AUDIT** enhanced Client Services

An examination of a business to identify potential health and safety hazards and to determine the effectiveness of existing control measures.

**HEALTH & SAFETY TRAINING** enhanced Client Services

Teaching clients how to take every step to help protect their workers.

**HEALTH & SAFETY ASSESSMENT** enhanced Client Services

An examination of a business to identify potential health and safety hazards and to determine the effectiveness of existing control measures.

**HEALTH & SAFETY POLICIES** enhanced Client Services

Examine the following: Policies, Practices, and Programs. All Policies are made available to employees and visitors to the business.

**HEALTH & SAFETY TRAINING** enhanced Client Services

Teach clients how to take every step to help protect their workers.

**HEALTH & SAFETY AUDIT** enhanced Client Services

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**HEALTH & SAFETY TRAINING** enhanced Client Services

Teach clients how to take every step to help protect their workers.

**HEALTH & SAFETY AUDIT** enhanced Client Services

An examination of a business to identify potential health and safety hazards and to determine the effectiveness of existing control measures.

**HEALTH & SAFETY ASSESSMENT** enhanced Client Services

An examination of a business to identify potential health and safety hazards and to determine the effectiveness of existing control measures.

**HEALTH & SAFETY POLICIES** enhanced Client Services

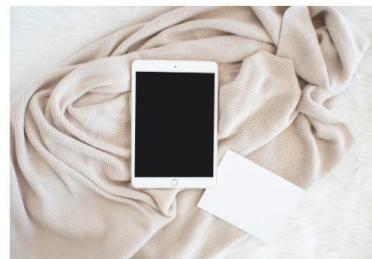
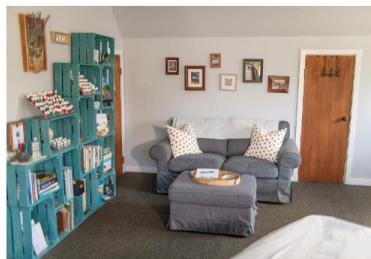
Examine the following: Policies, Practices, and Programs. All Policies are made available to employees and visitors to the business.

**HEALTH & SAFETY TRAINING** enhanced Client Services

Teach clients how to take every step to help protect their workers.

Address \_\_\_\_\_  
City \_\_\_\_\_ Zip \_\_\_\_\_

## LOCATION



Available online or in person at The Oil Spot studio. If opting for online, please arrange to get your oils ahead of time. In addition, please make sure that you have a quiet place, reliable internet, and the ability to access a Zoom account.

[Schedule Appointment](#)

## TESTIMONIALS

Immediately afterwards, I felt light and happy. This quickly moved to feeling full of energy, focus and excitement about what the future holds. It has now been eight days and I am so very excited, motivated and successfully acting on the steps to reach my goal. I have had trouble for almost two years now, but something has clicked within just the past week! I don't fully understand it, but I do believe Dory and this session played an integral part. I would definitely do it again!

-MF

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For further questions, please [reach out](#) to me

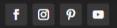
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## Healing doesn't have to be so complicated.

The Aroma Freedom Technique (AFT) combines aromatherapy, psychology, and neuroscience into a simple process that radically and permanently shifts the negative belief systems holding you back. It is gentle, efficient, and highly effective.

[SCHEDULE YOUR ASSESSMENT »](#)



Learn more from Dr. Benjamin Perkus, Creator of Aroma Freedom Technique, and Janell in "The Power of Smell to Heal Trauma"

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### What is AFT?

**AFT** is a revolutionary emotional health modality developed by Clinical Psychologist, Dr. Benjamin Perkus, Ph.D.

By using specially formulated Young Living therapeutic grade essential oils, I will guide you in clearing and transforming any fears, habits, and negative beliefs that hinder you from personal growth, so you can begin living from a place of freedom and personal power. Together, we'll work to clear any:

- Limiting beliefs
- Emotional triggers
- Fears
- Negative self-talk
- Bad habits
- Traumatic memories
- Memories of abuse
- Oppressive, religious patterns
- False labels and fixed mindsets
- Hurtful words or actions "stuck" in your head.
- Relational challenges
- Marital issues
- Anxiety & depression

This strategic process clears space for positive emotional energy to flow and is a powerful tool for identifying and releasing your subconscious barriers to success. Many of my clients remark, "What just happened? How did that happen? I feel like a weight has been lifted." The AFT process echoes the words of the apostle Paul, "Be transformed by the renewing of your mind" (Romans 12:2).

After my own experience with AFT, a strong message came to me: "Emotional healing doesn't have to be so complicated." I can't wait to equip and empower you to begin the daily practice of AFT. I know that emotional freedom is going to look really good on you.

If you'd like to stay up to date on how AFT can strengthen your emotional health, sign up for weekly tips [here](#).



[GET AFT EMAIL UPDATES »](#)

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## Order Your AFT Oils

---

Aroma Freedom uses the power of smell to activate the amygdala (or emotional brain) in bringing about memory reconsolidation and emotional freedom. Janell has strategically chosen these bundles for your use in her online course, *Stronger Every Day: The Guide*, and created other bundles targeted at specific areas of emotional and mental health journey.

[ORDER YOUR AFT OILS »](#)



## AFT & Trauma Recovery

---



"As long as you keep secrets and suppress information, you are fundamentally at war with yourself...The critical issue is allowing yourself to know what you know. That takes an enormous amount of courage."

The AFT framework consists of specific, highly strategic modalities: AFT Clearing, Aroma Reset, TMRT (The Memory Resolution Technique), Aroma Wisdom, and Aroma Boost (Leadership Development).

If you've experienced trauma of any kind, TMRT offers remarkable hope



and definitive help in emotional and psychological recovery. The simplicity of this revolutionary tool gently and wisely leads your heart to true freedom.



[GET AFT EMAIL UPDATES »](#)

## Essential Oils

Essential oils have been used for thousands of years and are the key to the revolutionary AFT process. Specially formulated Young Living Therapeutic Grade Essential Oil Blends clear the path to transformation by clearing & dissolving negatively-charged memories & triggers that keep us from moving forward in life.

I use and wholeheartedly stand behind Young Living Essential Oils. They are the leader in the field of therapeutic grade oils, are on the forefront of holistic measures of healing, and have consistently shown ethical

- Our sense of smell (the olfactory nerve) connects directly to, and immediately triggers the limbic system in the brain (where primitive reactions like fight, flight, & freeze activate).
- The limbic systems contains the Amygdala, which triggers our survival response, and resides directly next to the Hippocampus, which is the memory center of our brain (no wonder even thinking about a damaging memory can set us into panic mode).
- Essential oils have been PROVEN to interrupt these emotional reactions, allowing us to reprogram any early emotional learning by breathing in the powerful essences of their scents.



During your AFT session, we begin with Envision.

When and if you are ready to move forward and perhaps go deeper, we will talk about the additional oils necessary.

It is imperative to use Young Living Therapeutic Grade Essential Oils as they are guaranteed to be of the highest standards, Seed to Seal.

To order Envision and get started, click here: I'm READY to START breathing and believing, Janell.



[ORDER YOUR AFT OILS »](#)

## Tax-Deductible Gift

Your tax-deductible gift helps our team bring hope and healing to



families worldwide. Give a gift of \$25 or more to Heartlift International this month, and you will receive a copy of "Stronger Every Day: 9 Tools for an Emotionally Healthy You," and a code for free access to "Stronger Every Day: The Guide," as a gift to yourself or someone you love.

While supplies last. We are unable to ship internationally. Goods and services received are valued at \$16.99.

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**clinic** DEFINITIONS AND SYNONYMS ★★

NOUN COUNTABLE US /klɪnɪk/

WORD FORMS

DEFINITIONS 3

1 a place where people go to receive a particular type of medical treatment or advice  
prenatal/family planning/diabetic clinic Ask for advice at your local family planning clinic.

Synonyms and related words

Places where people receive medical care

asylum care home  
clinic ...

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Original Movie Go Hungry for five seasons, why? Down the Computer! Amysa Rose, Karen Mokwana HONOR SOCIETY Now Streaming EXCLUSIVELY ON Paramount+ WATCH TRAILER

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VOCABULARY QUIZ: TRENDING WORDS OF 2020

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Secret Headquarters Stream Secret Headquarters, starring Owen Wilson, now on Paramount+. Try it free!

Paramount+

2 AMERICAN a group of doctors who work together in one building

Synonyms and related words +

③ an occasion when an expert teaches a class on their subject  
a coaching clinic

Synonyms and related words +

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## THE THESAURUS

TRENDING WORDS      SYNONYMS OF THE MONTH

Word	Change (%)
NB	↗ 46.5%
for	↘ -5.2%
take on	↗ 15.0%
put off	↘ -4.9%
lay the blame / responsibility (for something) on	[NEW]

**gift**



present      surprise  
token      package  
largesse      treat

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## **United States Patent and Trademark Office (USPTO)**

### **USPTO OFFICIAL NOTICE**

Office Action (Official Letter) has issued

on August 22, 2022 for

**U.S. Trademark Application Serial No. 97118526**

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.

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User: William Verhosek

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97118526**

#	Search	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/Search Duration
<b>1</b>	97118526[sn]	1	0	1	1	0:00
<b>2</b>	*rom*[bi,ti] and live[lid]	19847	0	0	0	0:01
<b>3</b>	*{"fph":2}reed{v}m*[bi,ti] and live[lid]	2686	0	0	0	0:01
<b>4</b>	*{"ckq"}l{"iy"}n{"iy"}{"ckqx"}*[bi,ti] and live[lid]	2835	0	0	0	0:13
<b>5</b>	2 and (3 4)	62	0	62	62	0:14
<b>6</b>	3 and 4	1	0	1	1	0:13
<b>7</b>	*aroma*[bi,ti] and live[lid]	1212	0	0	0	0:01
<b>8</b>	7 and "041"[cc]	238	0	238	238	0:01
<b>9</b>	3 and "041"[cc]	1622	0	0	0	0:01
<b>10</b>	(freedom freedoms)[bi,ti] and live[lid]	2660	0	0	0	0:00
<b>11</b>	10 and "041"[cc]	1605	0	0	0	0:00
<b>12</b>	11 and "041"[cc]	1605	0	0	0	0:00
<b>13</b>	11 and ("041" A B "200")[ic]	582	0	582	582	0:01
<b>14</b>	11 and ("044" A B "200")[ic]	121	0	121	121	0:01

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Session ended 08/22/2022 3:41 pm

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