

To: Acceleres Corporation(david.pultorak@acceleres.com)
Subject: U.S. Trademark Application Serial No. 97120536 - AGILE DIGITAL EXPERIENCE MANAGEMENT (ADEM)
Sent: August 24, 2022 12:18:35 PM EDT
Sent As: tmng.notices@uspto.gov

Attachments

[screencapture-www-merriam-webster-com-dictionary-digital-16613546452071](#)
[screencapture-www-thetilt-com-content-what-is-digital-experience-management-16613550952291](#)
[screencapture-www-the-future-of-commerce-com-2021-11-30-what-is-digital-experience-management-16613552926641](#)
[screencapture-www-zensar-com-services-foundation-services-digital-experience-management-16613557829321](#)
[screencapture-www-merriam-webster-com-dictionary-management-16613558334471](#)
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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. 97120536

Mark: AGILE DIGITAL EXPERIENCE MANAGEMENT (ADEM)

Correspondence Address:
ACCELERES CORPORATION
101 EUCLID AVE
SEATTLE WA 98122 UNITED STATES

Applicant: Acceleres Corporation

Reference/Docket No. N/A

Correspondence Email Address: david.pultorak@acceleres.com

NONFINAL OFFICE ACTION

The USPTO must receive applicant's response to this letter within six months of the issue date below or the application will be abandoned. Respond using the Trademark Electronic Application

System (TEAS). A link to the appropriate TEAS response form appears at the end of this Office action.

Issue date: August 24, 2022

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

SEARCH OF USPTO DATABASE OF MARKS

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

SUMMARY OF ISSUES:

- Specimen Refusal
- Improper Use of Registration Notice
- Identification of Services
- Multiple-Class Application Requirements
- Disclaimer Required

SPECIMEN REFUSAL

Specimen does not show direct association between mark and services. Registration is refused because the specimen does not show a direct association between the mark and the services and fails to show the applied-for mark as actually used in commerce with the identified services in International Class 41. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a), (b)(2); TMEP §§904, 904.07(a), 1301.04(f)(ii), (g)(i). An application based on Trademark Act Section 1(a) must include a specimen showing the applied-for mark as actually used in commerce for each international class of services identified in the application or amendment to allege use. 15 U.S.C. §1051(a)(1); 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

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

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

In the present case, the specimen does not show a direct association between the mark and services in that while the specimen does bear applicant's mark, it does not mention or reference applicant's Class 41 services in any way. While it is not necessary that the services be stated word for word, the specimen must contain a "sufficient reference" to the services themselves or a general reference to the trade, industry, or field of use. TMEP §1301.04(f)(ii). Thus, based on the specimen, the consumer would not make an association between applicant's claimed services and the mark AGILE DIGITAL EXPERIENCE MANAGEMENT (ADEM).

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

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

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

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

IMPROPER USE OF REGISTRATION NOTICE

The specimen shows use of the federal registration symbol ® with the applied-for mark. However, the USPTO records do not show that the mark is registered. Applicant may not use the federal registration symbol until its mark is registered in the USPTO. TMEP §§906, 906.03. After registration, applicant may use this symbol in connection with the specific goods and/or services listed in the registration. *Id.*

This information is advisory only. Applicant need not respond to this issue.

IDENTIFICATION OF SERVICES

Applicant must clarify the identification of services in International Class 41 because it is indefinite and too broad. *See* 37 C.F.R. §2.32(a)(6); TMEP §§1402.01, 1402.03. This wording is indefinite because the nature of the services are unclear. Further, this wording could identify services in more than one international class. For example, downloadable electronic publication sin the nature of books in the field of improving communication in digital organizations are in International Class 9, printed publications, namely, books in the field business communications are in International Class 16, consulting services in the field of business management for digital organization are in International Class 35 and training services in the field of digital business organization are in International Class 41.

In addition, applicant must remove its mark, "Agile Digital Experience Management (ADEM)" from the identification. An applicant should not use its own registered or unregistered mark in an identification of goods and/or services. TMEP §1402.09. Identifications of services should generally be comprised of generic everyday wording for the services, and exclude proprietary or potentially-proprietary wording, such as a registered term. *See* TMEP §§1402.01, 1402.09. The misspelling or phonetic equivalent of a registered mark should similarly be excluded, unless it is the common name of the goods and/or services. TMEP §1402.09.

Applicant may substitute the following wording, if accurate:

Class 9: Downloadable electronic publications in the nature of _____{indicate specific nature of publication, e.g., books, magazines, manuals, etc.} in the field of managing **customer** experiences **with** digital organizations

Class 16: Printed publications, namely, _____ {indicate form of publications, e.g., books, hand-outs, workbooks, etc.} **in the field of** managing **customer** experiences **with** digital organizations

Class 35: consulting services in the field of managing **customer** experiences **for** digital organizations

Class 41: training services in the field of managing **customer** experiences **with** digital organizations; **providing educational examination for certification in the field of** _____ {indicate specific field or subject matter, e.g., business, digital customer service, customer experience management, etc.}

Applicant may amend the identification to clarify or limit the goods and/or services, but not to broaden or expand the goods and/or services beyond those in the original application or as acceptably amended. *See* 37 C.F.R. §2.71(a); TMEP §1402.06. Generally, any deleted goods and/or services may not later be reinserted. *See* TMEP §1402.07(e).

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

MULTIPLE CLASS APPLICATION REQUIREMENTS

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 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 4 classes; however, applicant submitted a fee sufficient for only 1 class. 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.](#)

Examples of 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 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).*

(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](#).

DISCLAIMER REQUIRED

Applicant must disclaim the wording “DIGITAL EXPERIENCE MANAGEMENT” because it is merely descriptive of an ingredient, quality, characteristic, function, feature, purpose, or use of applicant’s services. *See* 15 U.S.C. §1052(e)(1); *DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d 1247, 1251, 103 USPQ2d 1753, 1755 (Fed. Cir. 2012); TMEP §§1213, 1213.03(a).

The attached evidence from Merriam-Webster shows that the wording DIGITAL means something related to electronics or computerized technology, EXPERIENCE means something personally encountered and MANAGEMENT means the supervising of something. *See* attached definitions. The attached evidence from The Tilt, The Future of Customer Engagement and Experience, and Zensar shows that third-parties uses the wording DIGITAL EXPERIENCE MANAGEMENT to describe a type of business service that is concerned with a customer's interaction with a business in the digital environment. *See* attached website screen captures. Thus, the wording merely describes applicant’s goods and/or services because they feature information relating to the supervision of customers personal experiences with a business via computerized technology.

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

No claim is made to the exclusive right to use “DIGITAL EXPERIENCE MANAGEMENT” apart from the mark as shown.

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

HIRING TRADEMARK COUNSEL SUGGESTED

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.

RESPONSE GUIDELINES

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.

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

/Sarah Frizalone/
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RESPONSE GUIDANCE

- **Missing the response deadline to this letter will cause the application to abandon.** The response must be received by the USPTO before midnight **Eastern Time** of the last day of the response period. TEAS maintenance or [unforeseen circumstances](#) could affect an applicant's ability to timely respond.
- **Responses signed by an unauthorized party** are not accepted and can **cause the application to abandon**. If applicant does not have an attorney, the response must be signed by the individual applicant, all joint applicants, or someone with [legal authority to bind a juristic applicant](#). If applicant has an attorney, the response must be signed by the attorney.
- If needed, **find contact information for the supervisor** of the office or unit listed in the signature block.

SINCE 1828 digital Dictionary Thesaurus MAKE YOUR MEALS
Save Word digital | \ 'di-jə-təl |
Definition of digital (Entry 1 of 2)
1 : of, relating to, or utilizing devices constructed or working by the methods or principles of electronics : ELECTRONIC
// digital devices/technology
also : characterized by electronic and especially computerized technology
// the digital age
// In an electronically driven work-place, managers pinpoint information overload as the inescapable downside to ... life in the digital world.
— David Bottoni
2 : composed of data in the form of especially binary digits (see DIGIT sense 1b)
// digital images/photos
// a digital readout
// a digital broadcast [=a broadcast employing digital communications signals]
— compare ANALOG sense 1
3 : providing a readout in numerical digits
// a digital voltmeter
// a digital watch/clock
4 : relating to an audio recording method in which sound waves are represented digitally (as on magnetic tape) so that in the recording wow and flutter are eliminated and background noise is reduced
5 : of, relating to, or using calculation by numerical methods or by discrete units
6 : of or relating to the fingers or toes
// digital dexterity
7 : done with a finger
// a digital rectal examination

digital noun
plural **digitals**
Definition of digital (Entry 2 of 2)
1 a : media (such as a photograph) in a digital format
// This writer spent a frightfully snowy day stumbling around a snow-covered lawn among the downpour of snowflake clusters. Something black and cold became an impromptu netting device to capture digitals of individual snowflakes.
— Alan Daugherty
b :
— NEWS GIVES US INSPIRATION
2 : something (such as a device) characterized or operated by digital technology
// Unlike analog quartz watches, which had a conventional dial and hands.

WORD OF THE DAY
glitch ⓘ
See Definitions and Examples ⓘ
Get Word of the Day daily email!
Your email address SUBSCRIBE

TOYOTA
Learn more

TEST YOUR VOCABULARY
Words Named After People
Name sake of the legend Jules Léotard had what profession?
Surgeon Firefighter
Judge Acrobat

TRUE Test your knowledge—and maybe learn something along the way. ⌂ X

CROSSWORD CROSSWORD CHALLENGE TAKE THE QUIZ ⌂

digitals were totally electronic, with no moving parts at all.
— Joe Thompson
// The analog thermometers usually register from 0°F to 220°F and cost about \$12; the digitals register from -58°F to 302°F and go for around \$15.
— Done Greenpan

- 3 : a finger or toe
// ... critical ischemia of the *digitals* of upper and lower limbs...
— Nadir Schah et al.
also : an artery or nerve that supplies the fingers or toes
// ... the doctor reported that ulnar palmar and radial palmar *digitals* decreased sensation had a maximum upper extremity impairment of 9 percent...
— US Fed News



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[↓ More Example Sentences](#)

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Other Words from *digital*

Adjective
digitally \dī-jə-tēlē \ adverb



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Examples of *digital* in a Sentence

Adjective

- // You can transfer *digital* images from your camera to your computer.
// a *digital* recording of a sound
// In this new *digital* age, computers and the Internets are part of our everyday lives.

Recent Examples on the Web: Adjective

// New York10: Nuestro PAC is spending \$500,000 on new TV and *digital* ads in English and Spanish to boost New York City Councilmember Carlina Rivera.
— Ben Kamisar. *NBC News*: 19 Aug. 2022

// Finally Enough Love: 50 Number Ones are now available on streaming services, and both digital and physical copies are available on Madonna's website along with a brand-new merchandise collection.
— Jack Irvin, PeopleMag, 19 Aug. 2022
// The film will have a limited theatrical and digital release this December.
— Brent Lang, Variety, 19 Aug. 2022

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These example sentences are selected automatically from various online news sources to reflect current usage of the word digital. Views expressed in the examples do not represent the opinion of Merriam-Webster or its editors. Send us feedback.

Phrases Containing *digital*

asymmetric digital subscriber line	digital blackface	digital computer
digital camera	digital divide	digital nomad
digital versatile disc	digital subscriber line	digital video disc

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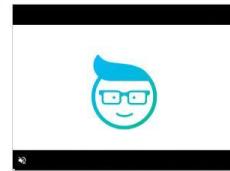
First Known Use of *digital*

Adjective

15th century, in the meaning defined at [sense 5](#)

Noun

1822, in the meaning defined at [sense 3](#)



History and Etymology for *digital*

Adjective

Middle English *digitaile* "of a whole number) less than ten," borrowed from Latin *digiti* "measuring a finger's breadth," from *digitus* "finger, toe, finger's breadth as a measure" + *-alis* [L entry] — more at [DIGIT](#)

Noun

derivative of [DIGITAL](#) entry 1

[Buying Guide](#)

Our Reviews team has selected the best 4K monitors.

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The first known use of *digital*
was in the 15th century
See more words from the same century

From the Editors at Merriam-Webster



'Whole Milk', 'British English', and 16 More Retronyms
New(er) words for old things



How 'Punk Rock' Got Its Name
Top 10 Words of the '70s

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Dictionary Entries Near *digital*

digit

digital

digital blackface

[See More Nearby Entries](#)

Statistics for *digital*

Last Updated

23 Aug 2022

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Top 1% of words

[Cite this Entry](#)

"Digital." Merriam-Webster.com Dictionary,
Merriam-Webster, <https://www.merriam-webster.com/dictionary/digital>. Accessed
24 Aug. 2022.

Style: [MLA](#)

Seen & Heard

People are talking about



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Please tell us where you read or heard it (including the quote, if possible).



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More Definitions for *digital*

digital adjective

digital | \dij-i-təl |

Kids Definition of *digital*

- 1 : relating to or using calculation directly with digits rather than through measurable physical quantities
- 2 : of or relating to data in the form of numerical digits
// *digital images*
// *digital broadcasting*
- 3 : providing displayed or recorded information in numerical digits from an automatic device
// *a digital watch*

Other Words from *digital*

digitally \dih-uh-bəl\ adverb

digital adjective

digital | \dij-i-təl |

Medical Definition of *digital* (Entry 1 of 2)

- 1 : of, relating to, or supplying one or more fingers or toes
// *a digital branch of an artery*
- 2 : done with a finger
// *a digital rectal examination*

Other Words from *digital*

digital noun

Medical Definition of *digital* (Entry 2 of 2)

- : a finger or toe
// ... critical ischemia of the *digital*s of upper and lower limbs ...
— Nagib Schahab et al., *Journal of Vascular Medicine and Surgery*
also : an artery or nerve that supplies the fingers or toes
// ... the doctor reported that ulnar palmar and radial palmar *digital*s' decreased sensation had a maximum upper extremity impairment of 9 percent ...
— US *Red News*

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More from Merriam-Webster on *digital*

English: Translation of *digital* for Spanish Speakers

Britannica English: Translation of *digital* for Arabic Speakers

Love words? Need even more definitions?

WORDS AT PLAY



Dunderhead' and Other
'Nicer' Ways to Say
Stupid

As illustrated by some very
smart pups



10 Words from Place
Names

Bikini, bourbon, and
badminton were places first



'Pride': The Word That
Went From Vice to
Strength

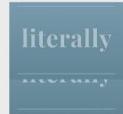
Do you take pride in Pride?



When Were Words First
Used?

Look up any year to find out

ASK THE EDITORS



Literally

How to use a word that
(literally) drives some pe...



'All Intensive Purposes'
or 'All Intents and
Purposes'?

We're intent on clearing it up



Lay vs. Lie

Editor Emily Brewster
clarifies the difference.



Hot Mess

'The public is a hot mess'

WORD GAMES



What Are You Wearing?

Roll up your sleeves and
identify these garments

TAKE THE QUIZ >



Name That Animal:
Volume 2

Can you tell a meerkat from
a wombat?

TAKE THE QUIZ >



True or False?

Test your knowledge - and
maybe learn something a...

TAKE THE QUIZ >



Spelling Bee Quiz

Can you outdo past winners
of the National Spell...

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BRITANNICA ENGLISH - ARABIC TRANSLATION

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What is Digital Experience Management?

by Anonymous | Jul 20, 2019 | Articles, Content

Let's start by deconstructing the term Digital Experience Management. "Digital" is the easy part. "Experience" refers to every single interaction that your business has with your customer; how your customer "experiences" your brand. Now, how do you "manage" that experience so that all those interactions between you and your customer are seamlessly integrated and convey the messages you want to convey?

This is where Digital Experience Management (DXM) and Digital Experience Platforms (DXP) come in. Digital Experience Platforms allow you to unify your many and varied departments (sales, marketing, IT, etc.) to create a consistent consumer experience. An ideal DXP also helps you integrate your content [localization](#) and [content globalization](#) plans.

You may have heard about Customer Communications Management (CCM) but, [as this article explains](#) CCM only goes in one direction: from you to your customer. The Digital Experience, however, is a two-way street.

Geoffrey B.
and prepara
shows the f

The Impo
As soon as
you. From y
them, the p



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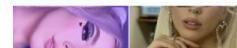
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Research shows that even if you have the best products and the best prices, it is this consumer experience that is increasingly becoming the deciding factor in whether or not a customer buys from you or a competitor. In other words, ignore consumer experience at your peril.

Building Your DXP Platform

If you want to deliver a great digital experience, then you need a platform that can meet all your needs. You can either build it yourself or purchase a solution. Both choices have pros and cons, but one thing is certain: You can't provide a top-notch digital experience without putting a lot of thought and work into the platform that makes it happen.

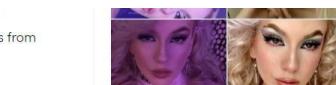
If you decide to go the DIY route, be ready to devote a considerable amount of resources to it.

Here are a couple of articles to help guide your thoughts in building your own:

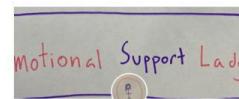
- [How to Build a World-Class Customer Experience Platform](#)
- [Building a Digital Experience Platform for Modern Commerce: 5 Must-Have Pillars](#)

If you would rather work with an established solution, there is no shortage of digital experience platforms: Adobe, IBM, Liferay, Salesforce, and Sitecore are just a few.

Here is a [review](#) of some of the biggest vendors in the DXP market.



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TWITCH CREATOR BUILDS SIMS BUSINESS,

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Why Everyone Should Be a Content Creator

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The screenshot shows a website layout with a dark header and footer. In the center is a large, colorful graphic of a hand holding a smartphone, surrounded by various digital icons like a gear, a play button, a mail icon, and social media symbols. Above the graphic, the text "THE FUTURE OF CUSTOMER ENGAGEMENT AND EXPERIENCE" is visible. Below the graphic, there's a horizontal bar with the text "Commerce Customer Experience Marketing Sales Service Purpose". At the very bottom, there's a footer bar with links for LinkedIn and Twitter.

Digital experience management trends transforming CX in 2022
Emily Morrow
7 minute read

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Emily Morrow
7 minute read

Experience management: Beyond data collection for deep insight, better CX
Marcia Savage
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3 ways experience management can make the utilities industry better
James Cardley
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What is digital experience management? Definition and benefits



Emily Morrow



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What is digital experience management? Simply put, it's how you monitor and optimize your customer experience across all your digital channels. In an increasingly digital-first world, it's becoming a focal point for a lot of companies.

Digital experience management (DXM) is the process of monitoring every interaction people have with a company's digital channels (website, social, mobile apps, intranets, and more) in order to understand what's working and make improvements as-needed.

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If you want to secure a competitive edge in the coming year, here are five digital experience management trends you can't ignore.

Experience management (XM) vs. customer experience (CX)

Experience management is often confused with customer experience, but they're not the same.

Customer experience encompasses every interaction a customer has with



What is brand experience management? Definition, meaning, insights

Jenn Vande Zande

7 minute read

a brand – from seeing an ad on TV to submitting a customer service request. It's the sum total of every engagement, and the impact they have on the customer.

Experience management, on the other hand, is a method of collecting feedback, tracking engagement, and uncovering insights. It's how companies learn what parts of their experience are working, and which parts aren't.

Customer experience is the experience you deliver. Experience management shows you how effective your experience is.

It's also important to note that experience management isn't just about the customer experience. XM solutions also monitor [employee experience](#), [product experience](#), and [brand experience](#).

And digital experience management (DXM) zeros in on how those experiences fare online.

Experience management: Beyond data collection for deep insight, better CX



Learn how an experience management solution collects customer feedback and translates this feedback into powerful metrics for the business.



How does employee experience impact business performance?

Emily Morrow

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What is a CXO: Chief Experience Officer defined, how it differs from a CMO

Sharon Goldman

6 minute read



Learn how to understand what's important to the people making decisions.



Learn more

Why digital experience management matters: The benefit of insight

People today are savvy, and have high expectations of the brands they engage with. With the accelerated digitalization of business due to COVID-19, it's more important than ever to get a handle on your digital experience.

- Customers expect a seamless, omnichannel experience regardless of

- when and where they choose to engage with your brand.
- Employees expect to be supported, listened to, and set up for success – and in many cases, will opt for a job that pays less if it delivers a better employee experience.
- How your products show up online and how easy it is to purchase across multiple channels are as important as the quality of the product itself.

Meeting all those expectations is no easy feat. The first step to designing and implementing experiences that your audiences want? Learn what they want.

Digital experience management makes it easier to orchestrate all your digital experiences – for every audience. By uncovering how your audiences feel about the experiences you deliver, you're better able to optimize and improve them.

Digital experience management allows you to:

1. [Mine your digital channels](#) to learn how people are engaging
2. Identify problem areas by tracking where people "jump ship"
3. Collect real-time feedback from customers and employees about their experiences
4. Identify tasks and processes that could be streamlined – or even automated – for a better overall experience
5. Make strategic business decisions with confidence, not guesswork
6. Deliver a consistent experience across *all* your digital channels

What does that mean for your business? For starters, it means more money:

- 84% of companies that work to improve their customer experience see an [increase in revenue](#)
- Companies with engaged employees [outperform competitors](#) by 147%

- Consumers today will pay more if it means buying from a company with a reputation for great service

By understanding your audiences - from customers to employees - you can create digital experiences that meet their needs and boost your bottom line.

How does brand experience impact the bottom line?



Brands are designing a sensory experience that not only builds lasting relationships, but impacts the bottom line.

Digital experience management: your eyes and ears for the future of business

At this point, if you're not listening to your customers and employees and taking their feedback to heart, you're already behind the curve. People are more in control of the experiences they choose to engage with. If you aren't hearing them, someone else is.

Companies aren't competing based on *whether* they need to collect experience data. Today, they're competing based on the quality of their data, and their ability (and willingness) to act on it.

With digital channels proliferating, it's more important than ever to invest in solutions that give you the best data, and make it easy to interpret. Digital experience management (DXM) tools aim to do just that.

*Personalization: It's not magic.
It's method.
Find out who does it best [HERE](#).*

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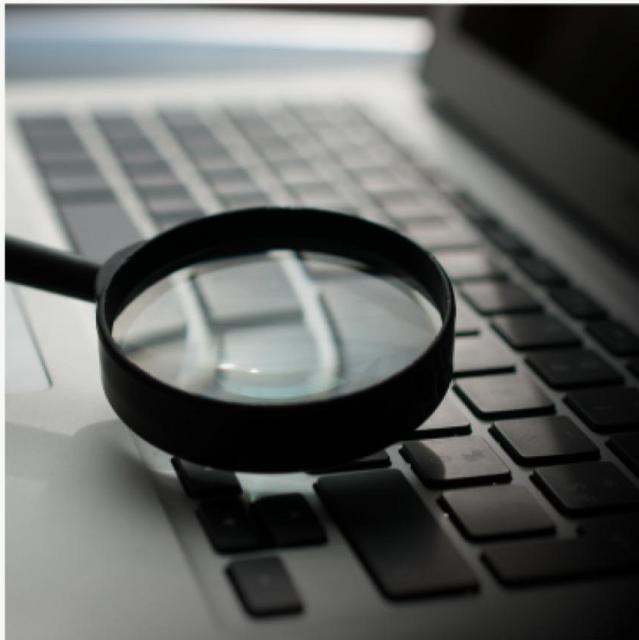
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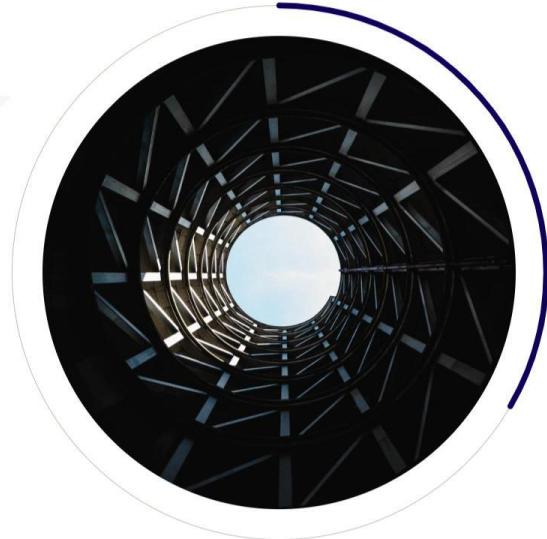
AI-based

Artificial intelligence captures nuance and expression to quantify emotions and create personalized experiences.

Digital Experience Management

Components

Services



01 — 03

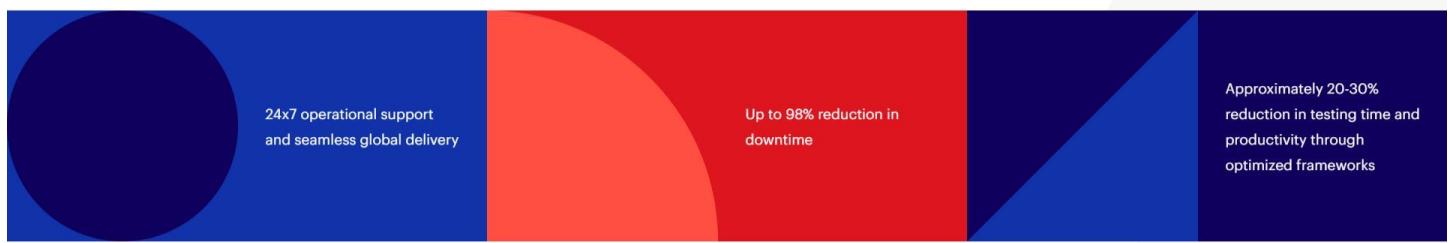
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- Client Testimonial



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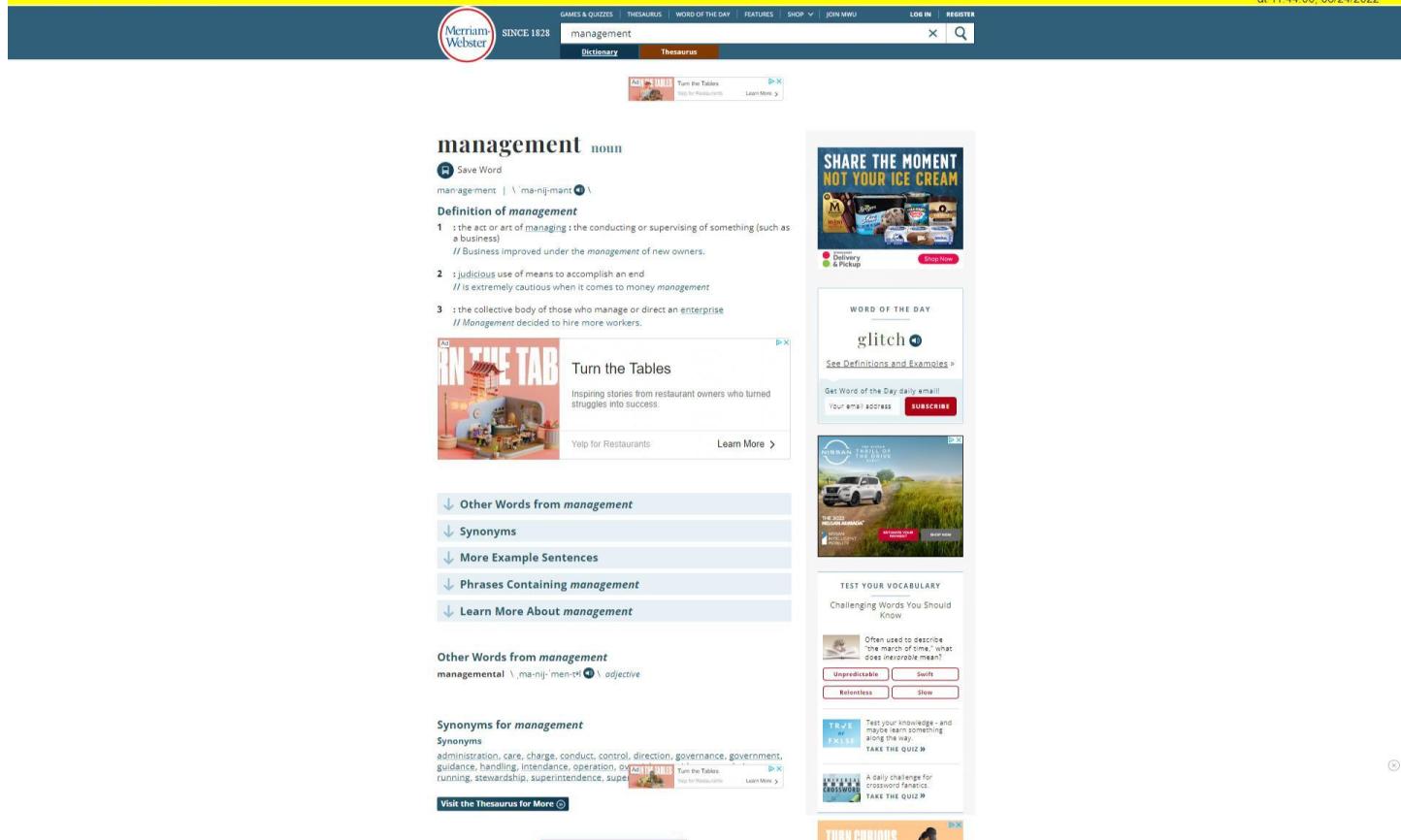
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Examples of *management* in a Sentence

// Business improved under the *management* of new owners.
// We're using new *management* techniques.
// *Management* and labor could not agree.

[See More ▾](#)

Recent Examples on the Web

// Jeffrey Sonnenfeld, professor of *management* at Yale University, has a more direct message for boards: This is no time to be a wet blanket.
—Uta Frith, *Forbes*, 19 Aug. 2022
// Historically, micromanagement has been a welcomed style of *management* in the tech industry.
—Steve Taplin, *Forbes*, 17 Aug. 2022
// Along Florida's Panhandle, residents of Walton County now get notices from local emergency officials to prepare for hurricane season beginning in early May, according to Jeff Goldberg, director of emergency *management* for the county.
—Eric Niller, *WSJ*, 16 Aug. 2022

[See More ▾](#)

These example sentences are selected automatically from various online news sources to reflect current usage of the word 'management'. Views expressed in the examples do not represent the opinion of Merriam-Webster or its editors. Send us feedback.



Phrases Containing *management*

anti-management	co-management	integrated pest management
self-management	middle management	stress management
under new management		

First Known Use of *management*

1598, in the meaning defined at [sense 1](#).

[Buying Guide](#)

Our Reviews team has selected the best 2022 planners.

Learn More About *management*

Share *management*



Time Traveler for *management*

The first known use of *management* was in 1598.

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Dictionary Entries Near management

managed currency
management
management consultant

[See More Nearby Entries](#)**Statistics for management**

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22 Aug 2022

Look-up Popularity
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"Management." Merriam-Webster.com Dictionary, Merriam-Webster,
<https://www.merriam-webster.com/dictionary/management>. Accessed 24 Aug. 2022.

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More Definitions for *management***management** noun

manage·ment | \mā-nij-mənt\

Kids Definition of management

- 1 : the act of looking after and making decisions about something
- 2 : the people who look after and make decisions about something // *Management* and labor could not agree on pay increases.

management noun
man·age·ment | ˌmā-nij-mənt | 
Medical Definition of management
1: the whole system of care and treatment of a disease or a sick individual
// the management of contagious diseases



More from Merriam-Webster on *management*

Nglish: Translation of *management* for Spanish Speakers
Britannica English: Translation of *management* for Arabic Speakers
Britannica.com: Encyclopedia article about *management*

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WORDS AT PLAY



'Dunderhead' and Other 'Nicer' Ways to Say Stupid
As illustrated by some very smart pups



10 Words from Place Names
Bikini, bourbon, and badminton were places first



'Pride': The Word That Went From Vice to Strength
Do you take pride in Pride?



When Were Words First Used?
Look up any year to find out

ASK THE EDITORS



Literally
How to use a word that ('literally') drives some pe...



'for all intensive purposes'
'All Intensive Purposes' or 'All Intent and Purposes'?



Lay vs. Lie
Editor Emily Brewster clarifies the difference.



Hot Mess
'The public is a hot mess'

WORD GAMES



What Are You Wearing?
Roll up your sleeves and identify these garments
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Name That Animal:
Can you tell a meerkat from a wombat?
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SINCE 1828

experience Dictionary Thesaurus

chronosphere O'REILLY

The goal of observability is rapid remediation

experience noun

Save Word

experience | \ik-spirē-ən(t)s\

Definition of experience (Entry 1 of 2)

1 a : direct observation of or participation in events as a basis of knowledge
b : the fact or state of having been affected by or gained knowledge through direct observation or participation

2 a : practical knowledge, skill, or practice derived from direct observation of or participation in events or in a particular activity
b : the length of such participation
// has 10 years' experience in the job

3 : something personally encountered, undergone, or lived through

4 a : the conscious events that make up an individual life
b : the events that make up the conscious past of a community or nation or humankind generally

5 : the act or process of directly perceiving events or reality

experience verb

experienced, experiencing

Definition of experience (Entry 2 of 2)

transitive verb

1 : to have experience of : UNDERGO
// experienced severe hardships as a child

2 : to learn by experience (see EXPERIENCE entry 1)
// I have experienced that a landscape and the sky unfold the deepest beauty
— Nathaniel Hawthorne

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Robbies Bobbies

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Synonyms & Antonyms for experience

Synonyms: Noun

chops, expertise, know-how, moxie, proficiency, savvy, skills

Synonyms: Verb

endure, feel, have, know, pass, see, suffer, sustain, taste, undergo, witness

Antonyms: Noun

inexperience

[Visit the Thesaurus for More](#)

[Skip the takedown later.](#) [Take a look](#)

Examples of experience in a Sentence

Noun

// Human experience is the ultimate source and justification for all knowledge. Experience itself has accumulated in human memory and culture, gradually producing the methods of intelligence called "reason" and "science."

— John Shook, *Free Inquiry*, April/May 2008

// Almost as charismatic as the ivory-bill, the California condor passed through a near-death experience and is today regaining a tentative foothold in parts of its erstwhile range.

— John Terborgh, *New York Review of Books*, 26 Apr. 2007

// Many of his students have plenty of life experience but ... never mastered the academic stuff at school.

— Darryl Crimmins, *New Zealand Geographic*, March/April 2007

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Recent Examples on the Web: Noun

// As well, the release goes on to state that fans will benefit from SeatGeek's products to elevate their game day experience, including Deal Score, SeatGeek Mobile App, and Rally, event day technology for fans.

— Mike Ozanian, *Forbes*, 15 Aug. 2022

// That's been the theme of the Fever's season: small victories, experience, hope and Knox and the players trying to find positives in what has turned into one of the worst years in WNBA history.

— William C. Chappell, *Associated Press*, 13 Aug. 2022

// From hearty laughs to seamy moments, the Essence Black Women in Sports Brunch embodied the totality of the black female experience: emotion, empowerment, inspiration, excitement, and an innate desire to move forward despite the odds.

— Sharif Nycole, *Essence*, 12 Aug. 2022

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Phrases Containing *experience*

life experience	near-death experience	long experience
out-of-body experience	work experience	re-experience

First Known Use of *experience*

Noun

14th century, in the meaning defined at [sense 1a](#)

Verb

1580, in the meaning defined at [sense 2](#)



History and Etymology for *experience*

Noun

Middle English, borrowed from Anglo-French, borrowed from Latin *experiētia* "testing of possibilities, participation in events, skill gained by practice," noun derivative of *experiēre*, *experiens*, present participle of *experīrī* "to put to the test, attempt, have experience of, undergo," from *ex-* "Ex: entry." + *-perīrī*, from a presumed verbal base **per-* "test, risk," perhaps going back to Indo-European **gherh-*.

NOTE: See note at [PERIL](#) entry 1.

Verb

verbal derivative of [EXPERIENCE](#) entry 1

Learn More About *experience*

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Time Traveler for *experience*



The first known use of *experience* was in the 14th century

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Dictionary Entries Near *experience*

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Statistics for *experience*

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experience - merriam-webster.com
Dictionary, Merriam-Webster,
<https://www.merriam-webster.com/dictionary/experience>.
Accessed 24 Aug. 2022.

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3 Sherri · 27 October, 2021

I looked the word experience up bc it's one of the few things that is powerful enough to cause a person to convert from their programmed religion/life long belief system/to a completely different philosophy.

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↳ 1 reply

5 Suieshin · 2 November, 2021

And patience, experience, and experience,hope:

Romans 5:4

Reply · ⚡ 1 ⚡ 1 Share

0 MharkMadaga · 28 June, 2011

0

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2 : the skill or knowledge gained by actually doing a thing

// The job requires someone with *experience*.

3 : something that someone has actually done or lived through

// She told us about her *experience* flying a plane.



experience verb

experienced; experiencing

Kids Definition of *experience* (Entry 2 of 2)

: to undergo or live through ; have *experience* of

More from Merriam-Webster on *experience*

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Britannica.com: Encyclopedia article about *experience*

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'Dunderhead' and Other
'Nice' Ways to Say
Stupid

As illustrated by some very
smart pups



10 Words from Place
Names

Bikini, bourbon, and
badminton were places first



'Pride': The Word That
Went From Vice to
Strength

Do you take pride in Pride?



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"The public is a hot mess"

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a wombat?

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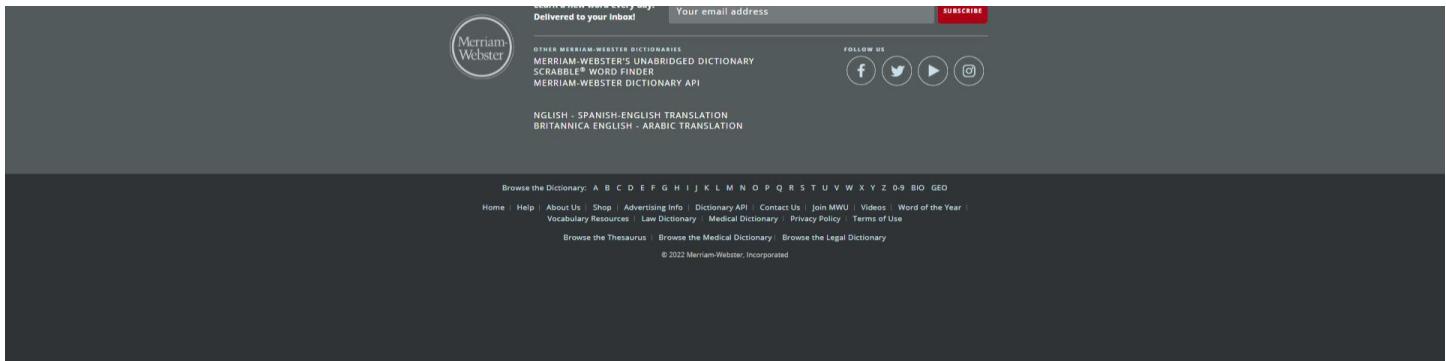
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(1) [**Read the Office action**](#). This email is NOT the Office action.

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- **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: Sarah Frizalone

**Statistics for Case
97120536**

#	Search	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/Search Duration
1	97120536[sn]	1	0	1	1	0:00
2	"Acceleres Corporation "[on]	2	0	2	2	0:00
3	*{v}{"gj"} {"iey":2}l*[bi,ti] and live [ld]	4295	0	0	0	0:04
4	*d{"iey":2} {"gj"} {"iey":2}t{v}l*[bi,ti] and live [ld]	4692	0	0	0	0:01
5	*xp {"iey":2}r {"iey":2}{v}n {"sze"}*[bi,ti] and live [ld]*[bi,ti] and live [ld]	3826991	0	0	0	0:24
6	*m{v}n{v}g {"iey":2}m {"iey":2}nt*[bi,ti] and live [ld]*[bi,ti] and live [ld]	3826991	0	0	0	0:08
7	("a d e m" "a d em" "a de m" "a dem" "ad e m" "ad em" "ade m" *adem*)[bi,ti] not dead[ld]	6574	0	0	0	0:02
8	3 and 4 and 5 and 6 and 7	1	0	1	1	0:02
9	("a d e m" "a d em" "a de m" "a dem" "ad e m" "ad em" "ade m" adem)[bi,ti] not dead[ld]	6	0	6	6	0:01
10	3 and (4 5 6 7)	4295	0	0	0	0:03
11	10 and ("009" "016" "035" "041")[cc]	2493	0	0	0	0:04
12	10 and ("009" "016" "035" "041" a b "200")[ic]	1490	0	0	0	0:04
13	*management*[bi,ti] and live [ld]	7786	0	0	0	0:01
14	*xperienc*[bi,ti] and live [ld]	4081	0	0	0	0:01
15	3 and (4 13 14 7)	44	0	44	44	0:03
16	4 and (13 14 7)	95	0	95	95	0:03
17	13 and (13 14 7)	7786	0	0	0	0:01
18	13 and (14 7)	87	0	87	87	0:02
19	14 and 7	18	0	18	18	0:01
20	3 and ("009" "016" "035" "041")[cc]	2493	0	0	0	0:01
21	3 and ("009" "016" "035" "041" a b "200")[ic]	1490	0	0	0	0:01
22	*a{"gj"} {"iey":2}l*[bi,ti] and live [ld]	2541	0	0	0	0:01
23	22 and ("009" "016" "035" "041")[cc]	1684	0	0	0	0:02
24	22 and ("009" "016" "035" "041" a b "200")[ic]	961	0	0	0	0:02
25	22 and ("009" "016" a b "200")[ic]	357	0	357	357	0:03
26	24 not 25	604	0	604	604	0:03
27	*agile*[bi,ti] and live [ld]	673	0	0	0	0:01
28	27 not (26 25)	272	0	272	272	0:03
29	4 and ("009" "016" "035" "041")[cc]	4507	0	0	0	0:01
30	4 and ("009" "016" "035" "041" a b "200")[ic]	3217	0	0	0	0:01
31	*d{"iey":2}gital*[bi,ti] and live [ld]	4685	0	0	0	0:00

Statistics for Case
97120536

#	Search	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/Search Duration
32	*digital*[bi,ti] and live [ld]	4685	0	0	0	0:01
33	digital*[bi,ti] and live [ld]	4656	0	0	0	0:01
34	digital [bi,ti] and live [ld]	4571	0	0	0	0:01
35	34 and ("009" "016" "035" "041")[cc]	4390	0	0	0	0:00
36	34 and ("009" "016" "035" "041" a b "200")[ic]	3130	0	0	0	0:01
37	13 and ("009" "016" "035" "041")[cc]	7575	0	0	0	0:01
38	13 and ("009" "016" "035" "041" a b "200")[ic]	3881	0	0	0	0:01
39	management*[bi,ti] and live [ld]	7774	0	0	0	0:01
40	39 and ("009" "016" "035" "041")[cc]	7563	0	0	0	0:00
41	39 and ("009" "016" "035" "041" a b "200")[ic]	3872	0	0	0	0:01
42	management[bi,ti] and live [ld]	7754	0	0	0	0:01
43	42 and ("009" "016" "035" "041")[cc]	7546	0	0	0	0:01
44	42 and ("009" "016" "035" "041" a b "200")[ic]	3863	0	0	0	0:01
45	14 and ("009" "016" "035" "041")[cc]	3626	0	0	0	0:00
46	14 and ("009" "016" "035" "041" a b "200")[ic]	2434	0	0	0	0:01
47	*xperience[bi,ti] and live [ld]	3665	0	0	0	0:01
48	47 and ("009" "016" "035" "041")[cc]	3233	0	0	0	0:00
49	47 and ("009" "016" "035" "041" a b "200")[ic]	2162	0	0	0	0:01
50	experience[bi,ti] and live [ld]	3630	0	0	0	0:01
51	50 and ("009" "016" "035" "041")[cc]	3204	0	0	0	0:00
52	50 and ("009" "016" "035" "041" a b "200")[ic]	2139	0	0	0	0:01
53	*agil*[bi,ti] and (*digital* *experiace* *management*)[bi,ti] and live [ld]	20	0	20	20	0:00
54	(*agil* and*digital* *experiace* *management*)[bi,ti] and live [ld]	8953	0	0	0	0:00
55	(*agil* and*digital* and *experiace* and *management*)[bi,ti] and live [ld]	1185	0	0	0	0:00
56	(*agile* and*digital* and *experiace* and *management*)[bi,ti] and live [ld]	673	0	673	673	0:00
57	"agile digital experiace management"[bi,ti]	0	0	0	0	0:00
58	"agile digital experience management"[bi,ti]	1	0	1	1	0:00
59	(*agile* and *digital* and *experience* and *management*)[bi,ti] and live [ld]	1	0	1	1	0:00

Session started 08/24/2022 10:04 am

Session ended 08/24/2022 11:19 am

Total search duration 100.00

Session duration 1 hours 14 minutes 56 seconds

Adjacency Level 1

Near Level 1