

To: Syntegra ESG Inc.(mark.stephens@syntegra-esg.com)
Subject: U.S. Trademark Application Serial No. 97120813 - PURPOSE SHERPA
Sent: August 26, 2022 05:13:35 PM EDT
Sent As: tmng.notices@uspto.gov

Attachments

[screenshot-www-qualtrics-com-experience-management-brand-purpose-16615480397701](#)
[screenshot-www-bain-com-consulting-services-organization-purpose-16615476146901](#)
[screenshot-www-bcg-com-capabilities-business-organizational-purpose-overview-16615477143981](#)
[screenshot-www-carolconeonpurpose-com-purpose-consulting-16615478091951](#)

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

U.S. Application Serial No. 97120813

Mark: PURPOSE SHERPA

Correspondence Address:
SYNTEGRA ESG INC.
4750 NORTH DOVER STREET
CHICAGO IL 60640 UNITED STATES

Applicant: Syntegra ESG Inc.

Reference/Docket No. N/A

Correspondence Email Address: mark.stephens@syntegra-esg.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 26, 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

- Application Must be Amended to Principal Register
- Disclaimer Required

SEARCH OF USPTO DATABASE OF MARKS

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

APPLICATION MUST BE AMENDED TO PRINCIPAL REGISTER

Registration on the Supplemental Register is refused because applicant's mark is eligible for registration on the Principal Register. TMEP §815.01; *see* 15 U.S.C. §1091(a). Applicant has sought registration of the applied-for mark on the Supplemental Register. *See* 15 U.S.C. §1091. However, applicant's mark is eligible for registration on the Principal Register because it comprises or includes inherently distinctive matter. *See* TMEP §1212.

A mark that is eligible for registration on the Principal Register may not be registered on the Supplemental Register. *Nazon v. Ghiorse*, 119 USPQ2d 1178, 1182 (TTAB 2016); TMEP §815.01. Accordingly, applicant must amend the application to seek registration on the Principal Register.

DISCLAIMER REQUIRED

Applicant must disclaim the wording "PURPOSE" because it is merely descriptive of a feature of applicant's services. *See* 15 U.S.C. §1052(e)(1); *DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d 1247, 1251, 103 USPQ2d 1753, 1755 (Fed. Cir. 2012); TMEP §§1213, 1213.03(a).

The attached evidence from third party providers of business consulting and brand imagery and strategy consulting service providers shows this wording is commonly used in connection with similar services to describe a feature of the consulting services, advisory and expert services aimed to identify and develop "a company's 'why' - its reason for being and the things it stands for." Applicant's specimen further supports the requirement, as it shows the wording used to describe a feature of the services: "Find or recalibrate your courageous purpose aligned to your brand through our expert facilitation." Thus, the wording merely describes a feature of applicant's services, namely, the focus or feature thereof.

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

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

RESPONSE GUIDELINES

Please call or email the assigned trademark examining attorney to resolve the issues in this Office action. Although the USPTO does not accept emails as responses to Office actions, communication by phone or email is permissible to agree to proposed amendments to the application that will immediately place the application in condition for publication, registration, or suspension. *See* 37 C.F.R. §2.62(c); TMEP §707.

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

/Christina M. Riepel/
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Law Office 124
(571) 272-6358
christina.riepel@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.

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Articulating Your Brand's Purpose

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What is brand purpose and why is it important?

12 min read

From finding your “why” to weathering controversy, here’s a complete guide to understanding, developing and acting on brand purpose in your business.

Does your brand have a mission? What do you stand for? What do you strive to do – or pledge never to do – because of your values as a company?

Questions like these are at the heart of brand purpose.

Brand purpose: definition

Brand purpose is a company's "why" – its reason for being and the things it stands for. This "why" is usually to do with the customers it serves and the [market niche it seeks to fill](#).

A brand's purpose might be a reflection of the founders' lives and experiences, their perception of a gap in the market or a need for change and disruption within a market sector.

Brand purpose can be political, ethical or moral, providing a choice for people who want to make buying decisions that support a way of life. Or it could be results-focused, e.g re-writing the rule book in order to overcome limitations and meet the highest possible standards.

One of the early proponents of brand purpose was Simon Sinek, author of the book "Start with Why", who introduced the idea of defining purpose to a global audience [in his 2009 TED talk](#).



“People don’t buy what you do; they buy why you do it. The goal is not to do business with everybody who needs what you have. The goal is to do business with people who believe what you believe.”

— Simon Sinek, How Great Leaders Inspire Action

Purpose, vision, mission and values



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Purpose, vision, mission and values

But wait – isn't brand purpose the same as company mission? Not quite.

Brand purpose sits among a number of other terms related to company organization and direction, but they don't all mean the same thing. You can think of purpose, vision, mission and values as a nested set, with brand purpose as the starting point that everything else flows from.

+ Brand purpose

The overarching reason for being behind your brand, and what it contributes to the world.

Example:
Make zero-carbon transport a reality for all

+ **Vision**

The long-term goals you strive for

Example:
Make affordable, safe electric vehicles available to every person in North America

+ **Mission**

How you will achieve your goals

Example:
In manufacturing, marketing and servicing our electric vehicles, we will continually innovate and strive for lower costs and higher quality. We will always put safety first in everything we do.

+ **Brand values**

How you behave and act as you do business – the essence of your company culture.

Example:
Trust, teamwork, accountability, passion and focus

Simon Sinek expresses things more simply with his idea of a “golden circle” with “why” in the center, “how” outside it and “what” at the very edge.

WHY – your ultimate purpose

HOW – your tactics, goals and strategies

WHAT – your day-to-day activities

Sinek argues that most people understand their “what”, some understand their “how”, but very few get to grips with the “why” that underpins them.

What is the value of brand purpose?

Brand purpose is a high-level stance rather than a pragmatic business strategy. But it can form the backbone of powerful change and action.

Today’s brands are increasingly aware of the potential benefits of creating resonance between the personal values of customers and the values demonstrated by the brand.

Customers demand transparency from businesses, and they want to know that they’re putting their money behind a company that does good in the world, or at a minimum does no harm, rather than one that just provides products and services.

Purpose-driven brands can boost [loyalty](#), too. It’s not uncommon that customers who feel that their values align with a company’s make buying decisions on that basis, regardless of price, quality or other more typical drivers of choice.

A [2018 study by CSR specialists Cone](#) bears these ideas out. The survey found:

- + “78% of Americans believe companies must do more than just make money; they must positively impact society as well”

- + “77% feel a stronger emotional connection to purpose-driven companies over traditional companies”
- + “66% would switch from a product they typically buy, to a new product from a purpose-driven company”

What does brand purpose look like in action?

Brand purpose begins with your mission and beliefs, and radiates out through company culture, codes of conduct and business decisions.

Ultimately it can touch every part of a business.

For example, imagine a clothing brand that's founded and run by people who are passionate about sustainability. It naturally follows that they will build recycling and energy-saving into their manufacturing processes and invest in eco-friendly materials.

They are also more likely to [build products](#) designed to last a long time, since that minimizes waste and reduces the need for more clothes to be manufactured. They'll need skilled, [engaged employees](#) who care about quality and are able to innovate and evolve the product, making it better and better.

The [company culture](#) will reflect values of sustainability, and employees and customers will be more likely to adopt sustainable behaviors and habits. All of this starts from a single factor – the company's brand purpose.

Another way brand purpose is expressed is through marketing and advertising messages. Brands with a strong sense of purpose may reflect this in their sponsorship and partnership choices, or even [lend their voice to a cause or campaign](#).

By speaking out about social issues and politics, brands are playing a role in shaping how society works, and sending a message about the kinds of people they want as customers. (A literal example of this is the British brand Yorkshire Tea, which tweeted “[don't buy our tea](#)” to a far-right vlogger.)

Brand purpose and hiring

One benefit of having a clearly defined and expressed brand purpose is in attracting talent and hiring staff. This is where brand purpose and employer branding meet.

Expressing brand purpose in your job ads, recruitment marketing and hiring processes is a great way to attract people who will be a natural fit for your company culture. If you know a new hire shares your values and supports your ultimate mission, it's much more likely they'll be happy and [engaged in their work](#).

It's also another string to your bow when it comes to offering an attractive package that will appeal to in-demand talent, since you are able to compete on a benefit that goes beyond salary



package and perks.

Once an employee is hired, the chances are that a shared purpose will make them [more likely to stick around](#). Our [2020 State of Play report on employee engagement](#) showed that having confidence in senior leadership's decisions was one of the top drivers of intent to stay.

Brand purpose examples

Sometimes meaning comes across best when you show as well as tell. With that in mind, here are 3 examples of brand purpose and the impact it can have.

Nike

The sportswear giant won an Emmy in 2019 for its ['Dream Crazy' ad](#) starring Colin Kaepernick. The ad was a clear expression of brand purpose, championing equality of opportunity by showing people overcoming disadvantages to achieve their goals – whilst making sure it aligned with the brand's positioning. The casting of Colin Kaepernick also delivered a message about Nike's stance on Black Lives Matter and police brutality in the US – ex-NFL player Kaepernick is known for [kneeling during the national anthem](#) as a form of protest.

As well as winning an Emmy for the ad, Nike saw its company value [increase by \\$6 billion](#), a rise attributed to the campaign.

P&G

Household and hygiene giant Procter & Gamble went a step beyond public statements in its support of equality and anti-racism. In June 2020, the brand conducted [a full review of its advertising platforms](#) to make sure none were acting in a way that was "hateful, denigrating or discriminatory" to any group or community. The brand pledged to work with advertising partners to ensure its standards were met, and promised to take steps up to, and including, the halting of ad spend if advertisers did not comply.

This move places brand purpose ahead of profit and even risks disrupting the infrastructure of doing business. It forces not just consumers, but agencies, media brands and ad networks to re-appraise their approach to equality. It's an audacious step.

Unilever

Super-corporation Unilever has publicly put its faith in brand purpose, with CEO Alan Jope stating: "Two-thirds of consumers around the world say they choose brands because of their stand on social issues, and over 90% of millennials say they would switch brands for one which champions a cause."

Jope wants [every Unilever brand to have a purpose](#), and was even quoted by Forbes as saying ["brands that don't stand for something will be disposed of"](#)

Within Unilever's stable of uber-profitable, fast-growing purpose-driven brands, a diverse range of values and causes is represented. Ben & Jerry's ice cream is aligned with climate change and



anti-racism, Dove champions women's self-esteem and body positivity, while anti-bacterial soap brand Lifebuoy seeks to improve health and hygiene in developing countries.

Unilever itself has not chosen a particular cause, but is committed to giving every brand the time and space to find its purpose and express it. In this sense, it seems that Unilever's brand purpose is... brand purpose.

Brand purpose pitfalls

While brand purpose clearly has huge potential benefits, there are some cautionary points to note for companies seeking to get involved.

Authenticity is key

Consumer awareness and scrutiny has never been more acute. Brands who give the impression of "greenwashing" (attempting to cash in on sustainable messages without truly acting sustainably) or even "wokewashing" (doing the same with social justice) are in line for severe criticism and a huge loss of credibility and brand value.

Brand purpose should be a development and expression of the values already present in a company, rather than something that's bolted on or suddenly adopted in response to a perceived need. If your brand's purpose is unclear, don't rush into choosing and announcing a stance or cause to align with. Use [listening and feedback tools](#) to discover the values at the heart of your company culture and develop them at a sustainable pace.

Controversy is a given

Expressing a purpose involves bravery and vulnerability, whether you do it as an individual or as a company. The values that form brand purpose tend to be deep and emotionally engaging, and as a result, they can stir strong opinions, both positive and negative.

When you publish brand purpose marketing and messaging, it's likely that you'll receive criticism as well as praise. You may even lose a few customers. Even the highly successful Nike Kaepernick campaign had people burning their Nike clothing, not to mention the disapproval of the US president. Being prepared to stand by your values and focus on your purpose is key.

While it may not be a quick fix or an easy win, taking the time to explore and expand your brand purpose is a worthwhile endeavor that more and more companies are undertaking. Over time, the business landscape may shift to a point where brands with purpose are the standard, and those without are left behind.

Was this content useful?  

Want to discover your brand purpose?
Watch [Getting to Why: Defining and](#)

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Business and Organizational Purpose

Long before corporate purpose became a buzzword, BCG BrightHouse, a global creative consultancy, pioneered business purpose consulting. We unleash the power of purpose—the *why* driving what you do—to transform your productivity and profitability.

Defining your business purpose is not a creative-writing exercise. And senior leaders cannot craft your organizational purpose at a meeting or purchase it from an agency. We know this because, for a quarter of a century, companies have been turning to us when such efforts fail to deliver better performance.

At BrightHouse, a [purpose agency](#) founded in 1995 and acquired by BCG in 2015, we work with companies like yours to excavate true business purpose. And then we help to fully activate and embed that purpose throughout your organization.

Why Does Purpose Matter?

Embracing corporate purpose isn't about virtue signaling or following the latest business trends. It's about enhancing the performance of your top and bottom lines by unlocking growth and profits; attracting, retaining, and energizing employees; achieving social impact; and inspiring customers. Consider the profound impact of purpose:



Outperformance. Over the past 15 years, purpose-driven organizations have grown 10% faster than the market. They also reduced turnover, generating savings of \$5.5 million a year, on average.



Greater Value. Over the past 12 years, brands with a strong sense of purpose have seen their value increase by 175%, on average, compared to the median growth rate of 86%.



Higher TSR. Over the next 15 years, organizations using more purposeful language are expected to earn TSR that is 9% higher, and generate growth that is 10% higher, than today.

What Is the Purpose of Business?

Your organizational purpose rests at the intersection of who you are and what need you fulfill in the world. It's the underlying reason your organization exists.

We think of it this way: While mission and vision may change over time, your company's purpose will not. Your organizational purpose is timeless.



Relating Purpose, Vision, and Mission



Mission
Is what we do



Vision
Is where we're going
The next big mountain we're going to summit



Purpose
Is why we exist
Our timeless North Star—the light that guides us



What Does BCG BrightHouse Bring to Business Purpose?

The field of business purpose consulting has become more crowded in the years since we invented it. But BCG BrightHouse, a purpose agency, is singular in both its perspective and approach.

[Expand All](#)

HOLISTIC	+
IMPLEMENTATION	+
TRULY UNIQUE PERSPECTIVE	+

Many of our clients seek to define their business purpose to gain organizational clarity, alignment, and meaning at a critical moment in their development. Some are navigating large-scale business transformation. Others are facing, or are in the midst of, changes in leadership. Still others are at an inflection point in their organization's trajectory, seeking to turn around or accelerate their business.

To help you find your organizational purpose, we look beyond what you make or sell. We unearth human insights that get to the core of what you bring to the world. And we open the aperture so that you view your business and opportunities through a much wider lens.

Purpose must then be activated and embedded across the organization—in people and culture, strategy and operations, and branding and communications. Only after implementing purpose throughout your entire organization will your company realize the full impact on its performance.

How Does BCG BrightHouse Help You Excavate and Live Your Business Purpose?

We bring business purpose to life in four stages.



Discover

We start by excavating and uncovering the truth about your organization. We interview your people, rigorously research your existing messaging, and conduct surveys to better define and articulate the authentic strengths of your company. We then take an external view, bringing in luminaries to help us uncover the need in the world that your organization is uniquely positioned to fulfill.



Articulate

Drawing on the insights from our luminary network, as well as the organizational insights gathered through our rigorous fact-finding and analysis, we help derive your timeless purpose. We craft a memorable, authentic, and inspiring purpose statement and story.



Activate

Next, we look to your leadership team to begin seeding your purpose throughout the organization. We partner with your leaders to help them find ways to live your organizational purpose more fully.



Embed

As soon as leaders start embodying and championing purpose, it's time to transform the entire organization's culture, strategy, and branding through the lens of organizational purpose. Purpose is implemented by fully integrating it into ways of working, enabling employees to become more emotionally connected and to feel a deeper sense of meaning in their work.

Our Business Purpose Examples

BCG BrightHouse works with global companies across all industries as well as with local organizations and nonprofits, helping companies define purpose—and boost performance. Examples of our work include the following; more are highlighted on [our site](#).



Mercedes-Benz

We helped the automaker define its purpose and its bold commitments to reduce carbon emissions in a plan called *Ambition 2039*.



Bank of Montreal

BCG BrightHouse helped this 200-year-old bank achieve a real and immediate impact in the world.



Stanley Black & Decker

The largest tool company in the world needed a purpose to unify the organization's many sectors and brands and help it grow.

Meet Some of Our Business Purpose Leadership Team



Ashley Grice

CEO & Managing Director,
BrightHouse Consulting
Atlanta - BrightHouse



Cathy Carlisi

Managing Director, BrightHouse
Atlanta - BrightHouse



Mathieu Menegaux

Managing Director & Senior
Partner
Paris



Tim Kührcke

Managing Director & Partner
Berlin



[Meet More of Our Business Purpose Experts](#)

Beyond Business Purpose with BCG BrightHouse

Given that BrightHouse is known in the field as the home of purpose, we of course view purpose as an integral element in all our client collaborations. But we bring the same level of creativity, inspiration, and rigor to a broad range of related capabilities, helping companies formulate and implement:

- Mission and vision
- Brand purpose
- Bold commitments in social impact
- Change narratives
- Employer value propositions
- Marketing messages
- Business innovations

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Learn More About Business and Organizational Purpose



The Power of Purpose in Business

What is a company's purpose? How is purpose different from mission or vision? Ashley M. Grice, CEO of BCG BrightHouse, explores how the power of purpose pushes boundaries of innovation and brings clarity to every aspect of an organization.



The So What from BCG Podcast: Watch Your Language

Ashley Grice finds great joy, meaning, and sometimes peril in words. As the CEO of BCG BrightHouse, Ashley helps organizations find their purpose. Words are her instruments of trade.

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Purpose Consulting: Strategy, Creative, and Execution

Carol Cone ON PURPOSE was launched in 2015 as a flexible, authentic, experts-at-the-center purpose consulting model to advance organizations' reasons for being beyond profit. Hands-on.

From discovering what purpose means to your organization through an introductory workshop to strategy development, leadership positioning, employee engagement, and partnerships, we work with brands, nonprofits, and corporations alike.

Purpose-Driven Marketing Services





Engage
Employees



Forge
Partnerships



Power
Nonprofits

SCHEDULE A CONSULTATION

The Purpose Collaborative

To augment and scale our capabilities, we created the Purpose Collaborative, a 45+ firm-strong global network of the best purpose-centric agencies and issue experts. Think the Hollywood model—with strategy and creative at the center—and custom teams built to give clients the precise capabilities they need in a lean, cost-effective structure.

Hand-picked teams with the extensive expertise to deliver boldly, on time, and on budget.



Carol Cone ON PURPOSE

CCOP partners lead client strategy, creative concept development, and overall management

Purpose Collaborative



Execution is provided via custom teams selected and managed through CCOP

MEET THE PURPOSE COLLABORATIVE

CAROL CONE
ON PURPOSE 

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203-998-5180

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United States Patent and Trademark Office (USPTO)

USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued
on August 26, 2022 for
U.S. Trademark Application Serial No. 97120813

A USPTO examining attorney has reviewed your trademark application and issued an Office action. You must respond to this Office action in order to avoid your application abandoning. Follow the steps below.

- (1) **[Read the Office action](#)**. This email is NOT the Office action.
- (2) **Respond to the Office action by the deadline** using the Trademark Electronic Application System (TEAS). Your response must be received by the USPTO on or before 11:59 p.m. **Eastern Time** of the last day of the response period. Otherwise, your application will be **[abandoned](#)**. See the Office action itself regarding how to respond.
- (3) **Direct general questions** about using USPTO electronic forms, the USPTO **[website](#)**, the application process, the status of your application, and whether there are outstanding deadlines to the **[Trademark Assistance Center \(TAC\)](#)**.

After reading the Office action, address any question(s) regarding the specific content to the USPTO examining attorney identified in the Office action.

GENERAL GUIDANCE

- **[Check the status](#) of your application periodically** in the **[Trademark Status & Document Retrieval \(TSDR\)](#)** database to avoid missing critical deadlines.
- **[Update your correspondence email address](#)** to ensure you receive important USPTO notices about your application.
- **[Beware of trademark-related scams](#)**. Protect yourself from people and companies that may try to take financial advantage of you. Private companies may call you and pretend to be the USPTO or may send you communications that resemble official USPTO documents to trick you. We will never request your credit card number or social security number over the phone. And all official USPTO correspondence will only be emailed from the domain “@uspto.gov.” Verify the correspondence originated from us by using your Serial Number in our database, **[TSDR](#)**, to confirm that it appears under the “Documents” tab, or contact the **[Trademark Assistance Center](#)**.

- **Hiring a U.S.-licensed attorney.** If you do not have an attorney and are not required to have one under the trademark rules, we encourage you to hire a U.S.-licensed attorney specializing in trademark law to help guide you through the registration process. The USPTO examining attorney is not your attorney and cannot give you legal advice, but rather works for and represents the USPTO in trademark matters.

Note To The File

Serial Number: 97120813
Date: 08/26/2022 4:54 pm
Created by: Christina Riepel

PURPOSE SHERPA

Searched

- Google
- OneLook

Discussed file with Attorney/Applicant

- via E-Mail

From: Riepel, Christina
Sent: Tuesday, August 23, 2022 8:33 PM
To: mark.stephens@syntegra-esg.com
Cc: axel.kravatzky@syntegra-esg.com
Subject: RE: U.S. Application Serial No. 97120813 - PURPOSE SHERPA

Good afternoon, Mr. Stephens:

I have examined the above-referenced trademark application. It appears applicant filed the mark for registration on the Supplemental Register; however, as only the mark wording PURPOSE appears to be descriptive in relation to the applied-for services, the mark is eligible for registration on the Principal Register. A mark that is eligible for registration on the Principal Register may not be registered on the Supplemental Register.

To resolve this issue and place the application in position for publication, the following examiner's amendments are proposed:

AMENDMENT TO PRINCIPAL REGISTER

The application is amended to the Principal Register.

DISCLAIMER STATEMENT

The following disclaimer statement is added to the record:

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

Please let me know as soon as practicable, but no later than close of business on Friday, August 26, whether the proposed amendments are authorized. If you should have any questions or concerns regarding the foregoing, please do not hesitate call me. If I do not receive a response to this email, I will proceed in issuing a formal refusal to which applicant will be required to reply.

Kind regards,

Christina M. Riepel

Trademark Examining Attorney | Law Office 124

Phone: (571) 272-6358

Relevant e-mail communications will be uploaded to the official examination record in accordance with 37 C.F.R. § 2.191 and TMEP §§ 709.04-05.