

## *Putting TM TKO's Search Results to the Test*

Why trust TM TKO's search results? We put our results to the test. We have four criteria for a successful search:

- (1) does the search include the key risks?
- (2) does it present the highest risks as such?
- (3) does it avoid identifying low risks as high risks? and
- (4) does it highlight potential non-distinctiveness risks?

We reviewed three data sets in January 2016. We reviewed applications abandoned in January 2015 that had not been published for opposition (to exclude those dropped for failure to amend to claim use or failure to finalize a Section 44(e) registration basis) and applications abandoned in September 2015 that had not been published for opposition, and we reviewed applications published for opposition in the first week of February, 2016.<sup>1</sup> For the first two sets, we reviewed the first 300 records per set on TESS, reviewing those applications with literal elements that were abandoned due to 2(d) or 2(e)(1) refusals. For the final set, we reviewed the first 200 records on TESS.<sup>2</sup>

## *TM TKO Foregrounds Likelihood of Confusion Refusal Risks*

### *How Does TM TKO Identify Confusingly Similar Marks?*

TM TKO's automated clearance searches intelligently divide a mark into its component parts, implement 40+ strategies to identify similar marks for each component term in the mark, looking at the mark itself, the pseudo mark, and the mark translations and identifying exact matches, mark component matches, word stem matches, front-or-back edge matches, in-string matches, phonetic matches, other small mark differences, and special mark features. The results are ranked based on the strength of each term in the mark to highlight the most similar marks.

TM TKO's reports focus on applications and registrations that contain similar goods and services, using a mix of international class and coordinated class data for broad coverage and sophisticated correlations between goods and services for accurate weighting in and across classes. Mark-similarity and goods-similarity scores are combined to provide an overall similarity ranking, shown in the results table, and are visually presented in a scatterplot.

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<sup>1</sup> January 2015 data set: (ad > 20150101 and ad < 20150201) not po > 18010101  
September 2015 data set: (ad > 20150901 and ad < 20151001) not po > 18010101

<sup>2</sup> February 2016 data set: po > 20160201 and po < 201602007

### Search Limitations and Notes

Cited applications or registrations that have been abandoned or lapsed since are not included. The data does include newly filed applications. Since more applications have been filed than have dropped away, this tends to underrepresent the scoring (i.e. provide lower average scores) than had the search been run at the time of filing.

Of those that scored lower in confusion risk tests, a substantial number were a result of combining a distinctive mark and a tagline; if searched separately, as a lawyer or paralegals would conduct their own searches, the most relevant results scored highly.

### TM TKO Identifies the Highest-Risk Marks as the Highest Risks

TM TKO prioritizes the most significant risks in most searches. Where there were one or more prior applications or registrations cited by an Examining Attorney as potential bars to registration, the median position of the cited mark was in the top two (January data set) or top four (September data set) of TM TKO's results table. This allows users to quickly identify the most significant registration risks in the minimum amount of time.

### TM TKO Identifies the Vast Majority of Significant Registration Risks

TM TKO's automated clearance searches are also thorough, identifying 90% of prior applications or registrations that were cited by an Examining Attorney and resulted in abandonment of the application.

A significant majority of the applications did not argue against the cited marks via an Office Action Response, and it is likely that some of the weaker-scoring cited marks could have been overcome through argument.

### *Likelihood of Confusion Analysis and Methodology*

We looked at likelihood of confusion risks in several different ways, looking at potential registration risks under Section 2(d) of the Lanham Act.

### Scoring Quality

The "median top 2(d) result" and "average top 2(d) result" are based on the highest-ranking result in the results table rank that was cited by the Examining Attorney. The "median 2(d) result" and "average 2(d) result" are based on all prior, still-active applications or registrations cited by the Examining Attorney.

	Jan. 2015	Sept. 2015
Median top 2(d) result	2	4
Median 2(d) result	7	7
Average top 2(d) result	12.8	10.5
Average 2(d) result	21.4	12.9

TM TKO also provides unique visual analysis of potential confusion risks. The highest-risk areas had both highly similar marks and highly similar goods and services (80% similar for both, 70% similar for both) or moderately similar marks and goods and services (60% for both), or highly similar marks for somewhat related goods (80% similar marks or 70% similar marks, and more than 10% similar goods or services). These are collectively the “highest risk” zones on the scatterplot. The highest-scoring prior application or registration that was cited by the Examining Attorney was in this high-risk zone in 74% of data set 1 and 55% of the time in data set 2.

	80%/80%	70%/70%	60%/60%	80% mark	70% mark	Out of zone	High risk zone
Jan. 2015	22	17	13	17	7	27	74%
Sept. 2015	17	13	14	7	1	42	55%
Total	39	30	27	24	8	69	65%

While a thorough review of the search results is, of course, advisable, TM TKO successfully highlights the most significant registration risks both on the chart with full details of the search results and in the scatterplot visualization.

### Any Cited Marks

Each application in which the Examining Attorney cited one or more prior applications or registrations was scored as follows: “all” if all cited prior application or registration was reported, and “partial” if at least one cited prior application or registration was reported, and “none” if no cited prior applications or registrations were reported.

	All	Partial	None	Summary
2(d) Jan. 2015	108	2	14	88% at least one cite
2(d) Sept. 2015	85	10	9	91%
Total	193	12	23	90%

### Total Cited Marks

Each prior application or registration cited by the Examining Attorney was scored separately in this section.

	Total cited	Total reported	Percent
2(d) Jan. 2015	204	186	91%
2(d) Sept. 2015	183	150	82%
Total	387	336	87%

Identifying Lower Risks as Lower

A search tool that indicates that every mark is a high risk is not of much value – it is as important to identify lower risk marks as lower risk as it is to identify significant registration risks. TM TKO very rarely identifies a third-party mark as the highest risk level in applications that are published for opposition. From reviewing the data, applicants appear to have gotten away with a number of applications that probably should have run into 2(d) Office Actions.<sup>3</sup>

	<i>Searches</i>	<i>Percent of Searches</i>
Both 80% mark and g/s similarity	22	12%
Both 70% mark and g/s similarity	51	27%
Both 60% mark and g/s similarity	94	50%

**TM TKO highlights most 2(e)(1) refusal risks**

The other most common registration concern is the distinctiveness of the mark. TM TKO provides a quantified analysis and visualization of descriptiveness for each component in the mark. First, it analyzes whether the user-entered mark can be split into any component parts. After splitting (if relevant), it identifies how common the original terms and all component parts are in relevant descriptions of goods, how often each term is disclaimed or on the Supplemental Register in relevant filings, and how "diluted" the term is - if there are multiple owners that own marks containing the term in the relevant class. Term strength is shown in the "Descriptiveness Risk / Term Strength" bar graph. Users can mouse over any line in the bar graph for more detail on the important factors in assessing its strength.

*Term Strength Analysis and Methodology*

Where the Examining Attorney requested a disclaimer of a term or refused registration the strength of the term (under Section 2(e)(1) of the Lanham Act) of the mark as a whole or required amendment to the Supplemental Register, the term or terms identified as merely descriptive or generic were scored as "all" if the TM TKO search report identified all relevant terms in the mark as at least 40% weak, "partial" if it identified one or more terms as more than 5% but less than 40% weak, and "none" if it identified none of the relevant terms as more than 5% weak. The latter were very rare – less than 4% of searches – and related to terms where the generic or descriptive use of the term showed up in no marks or descriptions of goods in relevant classes.

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<sup>3</sup> A prior registration for BIO-MAX for dietary supplements wasn't cited as a bar to registration of PROBIOMAX for identical goods, for example.

	<i>All</i>	<i>Partial</i>	<i>None</i>	<i>All risks</i>	<i>Partial risks</i>
<i>2(e)(1) Jan. 2015</i>	52	32	3	59%	88% at least partial
<i>2(e)(1) Sept. 2015</i>	66	47	1	58%	99%
<i>Total</i>	118	79	4	59%	98%

**Full Results**

TM TKO is committed to transparency. For full details about the search results, you can view the attached summary of the details of each mark searched.

**Contact TM TKO**

If you have any questions about TM TKO or how it can assist your practice, please contact us at [inquiries@tmtko.com](mailto:inquiries@tmtko.com).

## Data Set #1

Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86468869 86468866 86468865 86468864	na	na	na			yes	partial	DEALEREXEC - automotive magazines, electronic magazines, forums, online magazines		
86449071	4421792	yes	1	1	1	na	na	PCTUINO - 3d printers; circuit boards; software development tools		60
86243147	4697446	yes	36	1	1	yes	yes	MEDICAL INFORMATION DIRECT GATEWAY - electronic exchange / saas medical		0
86457022	86337011 86357149 86357193 86370937	yes	7, 8, 3, 2	4	4	na	na	ZEALOT - advertising; tv show production		60
86250557	4013458 4636802	yes	14, 12	2	2	na	na	BOSS STRENGTH AND CONDITIONING - fitness instruction		0
86123547	3598634	na (cancelled)	na			na	na	SAINT BENOIT - cheese; milk; yogurt; ice cream		
86115675	4388707	yes	60	1	1	na	na	CHOCOARROZ - rice-based snack foods		0
86463819	86036703 86073806	yes	7, 3	2	2	yes	yes	GOWIRELESS - wireless content software and ASP		1
86472412	4061828	yes	7	1	1	na	na	DIAMANTE - tequila		80
86437882	na	na	na			yes	partial	C9 HOOKAH TABACCO - tobacco		
86479924	85795962	yes	1	1	1	na	na	SWAMP GHOST - clothing		80
86472464	2755776	yes	1	1	1	na	na	DAMOA - hats; jeans		80
86457336	na	na	na			yes	yes	PARAMOUNT HEALTH OPTIONS - health competitions		
86396122	na	na	na			yes	no	17G5.COM - file sharing online software	Generic for an SEC rule	
86643147	4527685	yes	2	1	1	yes	yes	TITAN FIRE PITS - grills		60
86488490	na	na	na			yes	partial	THE VACUUM THAT IN ITS LIFETIME WILL NEVER LOSE SUCTION - vacuum cleaners		

Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86488487	na	na	na			yes	partial	LIFETIME NO LOSS OF SUCTION - vacuum cleaners		
86474277	na	na	na			yes	partial	THE NEUTRAL GROUND - whiskey		
86466058 (and more)	4240367 79143939	partial	no, 2	2	1	na	na	YIDDISHE MAME - clothing	"Jewish Mother"	80
86254000	4665514 2394101 4374366 4508791 85891488	partial	37, no, no, 36	4	2	na	na	FORGE BY ACISION - encryption software; business consultation; telecommunications access	Some additional "forge" marks	0
86470736	3171469	yes	1	1	1	na	na	IZZAZU ZONE - shampoo		0
86281598	2646329 1887572	yes	16, 17	2	2	na	na	MANGO BAY TRADING COMPANY - clothing		1
86477770	2850684	no	no	1	0	na	na	SPORTS BRAND BUILDER - brand development	BrandBuilder family of marks (some included, but not this one)	
86089821	3582645	yes	2	1	1	na	na	88 BEAUTIFUL - cosmetics		
86479377	na	na	na			yes	partial	VINIYOGA TRADITION - yoga instruction		
86478994	3985202	no	no	1	0	yes	yes	BETA BAR - restaurant	"Beta" for nightclub services	
86475389	na	na	na			yes	yes	FLEXIBLE FEE REALTY - real estate brokerage		
86475059	3585237	na (cancelled)	na			yes	yes	TEMPLE WELLNESS - health spa	Temple Spa for cosmetics, still active, was 20th	
86474979	na	na	na			yes	partial	NORTH FORK GIRL COMPANY - clothing, retail clothing		
86474861	4266442	yes	1	1	1	na	na	SOUNDX - audio speakers		70
86474503	na	na	na			yes	yes	CD CLARIFY DIGITAL - advertising services		
86468576	na	na	na			yes	yes	CELL TECH - casino software		
86333977	2781580 4451308	partial	1, 85	2	2	na	na	DOVER - spirits		80
86274974	na	na	na			yes	yes	PROFIT ANALYSIS QUADRANT - private equity		
86453617	3388755	no	no			na	na	crashes - "stop-character" issue?		

Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86384846	na	na	na			yes	partial	PEC10 - hair conditioner		
86484307	3740904	yes	1	1	1	na	na	ROSSO DEI DARDI - wine		70
86477156	3847320	yes	6	1	1	na	na	I AM MONEY - clothing		60
86477149 and 86477132	3628706 3633066	yes	2, 1	2	2	yes	yes	DAIRY INNOVATIONS - yogurt drinks		80
86470186 and 86470161	297913 1872424 1866358 522058 1034662 1656600 2871828	no	no	7	0	yes	yes	EVERSHARP PRO - knife sourcing	EVERSHARP family of marks - knives	
86466594	na	na	na			yes	partial	FLEET WRAPS - body panels; graphic art prints		
86460914	3094028 3154839 3136647	yes	18, 17, 16	3	3	na	na	PROSPECTCONNECT - finance software		0
86493483	4520080 2344098 2223292	partial	1, no, no	3	1	yes	yes	RED HORSE CLOTHING - shirts		70
86478389	4146866 4261592 4118294 4349018 4483679 4384077	yes	4, 6, 8, 10, 7, 3	6	6	na	na	CARROLL SHELBY WHEEL COMPANY - wheel rims		60
86477505	4458245	yes	2	1	1	na	na	TRANSFORMATIVE DIVORCE - legal		70
86473141	na	na	na			yes	partial	SILVER DARLINGS - herring		
86471880	1533856 2693321 4071493 4338605 4470872	partial	no, no, no, 25, no	4	1	na	na	OneNonly - barrettes; hair pins; artificial flowers		0
86471832	na	na	na			yes	yes	ASSOCIATION OF R.O.K.M.C. VETERANS - charitable		
86471251	3701600	yes	2	1	1	na	na	SOUTHERN SOUL COMPANY - clothing		70
86469288	na	na	na			yes	yes	PURCHASING ALLIANCE INDEPENDENT PURCHASING NETWORK - coupons, discount program, menu planning, food safety		
86468801	3543844 4473801 86289883	no	no, no, na (abandoned)	2	0	yes	yes	EMOJI ROCKET - keyboard	ROCCAT for keyboards, ROCKIT for cell phone cases	



Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86467204	na	na	na			yes	yes	FAIR CONTRACT - business information		
86465612	4111491	yes	1	1	1	yes	yes	BENGAL ENGINEERING INC - engineering services		2
86465591	3501631	yes	6	1	1	yes	partial	G-FLEX VIBRATORY PROCESS - conveyors		1
86454654	3256870	yes	1	1	1	na	na	E-MOJO - electric scooters		70
86495911	na	na	na			yes	partial	NO-SLIP GRIP - tampon applicators		
86487396	na	na	na			yes	yes	SURF BAIT CAPE COD, MA - shirts		
86480334	4416282	yes	68	1	1	na	na	LIQUOR WICKS - candles		
86480323	4063297 4141523	yes	1, na	1	1	na	na	ALLAY HOME CARE - retirement homes	second cite is design-only	1
86476473	na	na	na			yes	partial	THE TANNERY CO. - furniture		
86475708	na	na	na			yes	yes	QUEEN LANE DESIGNS - tote bags		
86474922	na	na	na			yes	partial	TOUJOURS COUTURE - toys		
86466509 and 86466487	4455835	yes	16	1	1	yes	partial	ENSOL TECHNOLOGY - batteries; semiconductors; energy controls		1
86448676	2655483 3015113	yes	3, 4	2	2	na	na	TALBOTT VINEYARDS - wine		0
86360511	na	na	na			yes	partial	TELE-NICU - telemedicine		
86326110	na	na	na			yes	yes	THE DESIGN OF THE BODY - educational medicine		
86485394	na	na	na			yes	partial	HOUSTON PERIO ESTHETICS - dentist		
86484733	3705339	yes	13	1	1	na	na	KURB SOCKS - socks		0
86459968 and 86459964	3041831 3673139 4228360 2460543 4231949	yes	13, 19, 17, 11, 18	5	5	na	na	STOX-US - stock brokerage		0
86292391	na	na	na			yes	yes	PRO LITE FUEL CELL - fuel cells		
86127773	3590381 350382	yes	10, 11	2	2	na	na	SIERRA - refrigeration systems		0
86127768	3590381 350382	yes	10, 11	2	2	na	na	HIGH SIERRA - refrigeration systems		0
86549243	3045220 4055605	yes	26, 27	2	2	na	na	CENTRIXT - blood testing, x-ray		0
86517803	na	na	na			yes	yes	DUTCH SWEETS - cookies		

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86485534	4641265	yes	1	1	1	na	na	ATHENA - tobacco		0
86485076	na	na	na			yes	partial	D/EARTH - pest control		
86482644	3045220 4055605	yes	6, 7	2	2	na	na	CENTRIXT - biological tissue; stem cells		0
86477870	na	na	na			yes	yes	SKINCARE FOR THE SCALP - shampoo		
86473510	na	na	na			yes	partial	LUMIÈRE LAUREN - candles		
86467583	na	na	na			yes	partial	BLAINE KERN'S MARDI GRAS WORLD NEW ORLEANS - live music; bar		
86466738	2947996 86200343	yes	22, 27	2	2	yes	yes	1UP BOX - toy store		0
86465668	na	na	na			yes	yes	FISH CIN - veterinary preparations		
86324444	3953694	yes	6	1	1	na	na	MAMA STRUT - back supports		0
86178102	4117322	yes	7	1	1	na	na	SMASHBRAND - packaging design; brand development		0
86548358	624055	yes	1	1	1	na	na	GRIZZLY - furniture		0
86544139	86177014	yes	7	1	1	na	na	LOGHEADS - furniture / retail		80
86531281	na	na	na			yes	yes	YAGNA KNOWLEDGE CLOUD - cloud software		
86527324	1765631 3800535 4011133 4427324	partial	no, 13, no, 16	4	2	na	na	RED - phone accessories, headphones, camera accessories, batteries, etc		
86485269	4179031 4179050	yes	1, 2	2	2	na	na	ZYTHOS IPA - beer		80
86482938	3555425	na (cancelled)	na			na	na	VEGAS LETTERS - decorative letters		
86480304	4659415	yes	1	1	1	yes	yes	STAY IN THE GAME - clothing		80
86480031	na	na	na			yes	yes	DUAL LIVE STREAM - wireless telephones		
86478843	3244973	yes	1	1	1	na	na	DOG SLOBBER - beer		80
86473696	2669462 2753917 86210058	partial	2, no, 1	3	2	na	na	AWEARABLE - clothing, smartphones	Alpacawearables (#40 if searched for clothing alone)	80
86468842	na	na	na			yes	partial	OSSABAW MINIATURE SWINE - pigs		
86468517	na	na	na			yes	partial	HOPE RIDGE UNITED METHODIST CHURCH MAKE & MATURE DISCIPLES OF JESUS CHRIST - ordaining ministers		

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86466609	1952850 4461060	yes	10, 4	2	2	na	na	APPLE FARGO - toner cartridges, sandwich bags		0
86465685	na	na	na			yes	partial	FISH DOXY - veterinary preparations		
86465679	na	na	na			yes	partial	BIRD SULFA - veterinary preparations		
86465646	na	na	na			yes	partial	HAIR MELANIN SYSTEM - shampoo; chemicals for hair care		
86462749	na	na	na			yes	yes	CUSTOM LEARNING SOLUTIONS - business education		
86454381	na	na	na			yes	partial	BEAUTY BOOK MAGAZINE - beauty magazines		
86454364	4140271 3225817	yes	1, 9	2	2	na	na	DREAMLIGHTS - night lights		80
86453670	85617646	na	na			na	na	BE TIN!... - cocktails	(citation was solely due to bottle shape confusion)	
86453666	na	na	na			yes	yes	CERTIFIED SEXUAL HEALTH EDUCATOR - educational services		
86340531	na	na	na			yes	partial	THE BLUE PACK - wigs		
86297426	4347081	yes	1	1	1	na	na	GALAXY BALL - pool floats		80
86284347	3171461 3415653 3001351 3759414 3706322	partial	no, 19, 5, no, no	5	2	na	na	NDS BY NEW DIRECTION - clothing	NEW DIRECTIONS (additional registrations owned by same company also cited)	60
86174999	85517738	yes	1	1	1	na	na	BOMBSHALL - bras		60
86480880	na	na	na			yes	yes	SNAPSPLICE - electrical connectors		
86476406	86166104	na (abandoned)	na			na	na	MARS & VENUS CLOTHING - businesswear		
86465759	na	na	na			yes	partial	JUST TIRAMISU TGIT4TIRAMISU - retail bakery		
86551129	2097801	yes	40	1	1	na	na	AMT TWEETER - audio speakers		0
86487659	86096877 86234033	yes	2, 1	2	2	na	na	PANCHO'S PISTOLAS - tequila		80

Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86483000	1299819	yes	5	1	1	na	na	TRES SIETES 777 - tequila		70
86479598	na	na	na			yes	partial	AMMONIA-FREE CATASTAK - emissions control systems		
86478028	na	na	na			yes	yes	ELEMENTAL PATH - educational toys		
86463700	3786076	yes	1	1	1	na	na	WAGGTAGG - pet tags		60
86463665	na	na	na			yes	yes	UBIZ VIRTUAL OFFICE - lead generation		
86459544	na	na	na			yes	partial	PORT CANAVERAL TRANSPORTATION - bus tours		
86459521	na	na	na			yes	yes	MARIMBA CAFÉ - bakery desserts		
86455901	1943866	yes	2	1	1	na	na	VOONER VARI-VAC - vacuum pump controllers		1
86343868	4642364	yes	4	1	1	na	na	NSSTAR - phone cases		60
86308050	3221230 3298656	yes	1, 2	2	2	na	na	KATALINA'S HOME OF THE ORIGINAL PANCAKE BALL - restaurant		70
86291484	na	na	na			yes	yes	TRIAx LUBRICANTS - fuel additives; engine oil		
86287453	na	na	na			yes	yes	BACKUP & REPLICATION - backup software		
86278844	na	na	na			yes	yes	BERRIES TO GO - fresh berries		
86275740	na	na	na			yes	yes	DRAW THE PLAY - online games		
86275718	na	na	na			yes	yes	DRAW THE PLAY - game software		
86247746	4563229	yes	1	1	1	na	na	CONCEITED COSMETICS - cosmetics		0
86543483	3907177	yes	1	1	1	na	na	SUPERNOVA - dietary supplements		80
86484642	3711200 2265120	partial	no, 13	2	1	yes	yes	OCEANIC SEAFOOD - frozen fish; tuna	OCEANICA for fish	80
86481552	na	na	na			yes	yes	NATIONWIDE ENVIRONMENTAL SOLUTIONS - environmental engineering		
86481279	na	na	na			yes	partial	CMT PLANNER - emergency support software		

Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86480841	3786214 3786248 86080539 86080553 86237458 86353007 79138969	yes	87, 86, 5, 4, 37, na (abandoned), na (abandoned)	5	5	yes	partial	SPROUT - fruit juice; vegetable juice		60
86479901	2414597	yes	2	1	1	yes	yes	IDEOLOGY IP - business consulting; ip rights management		0
86478600	4264556	yes	1	1	1	na	na	IN THE KNOW WHILE ON THE GO - offer management		0
86478317	na	na	na			yes	yes	SPR BARRIER TECHNOLOGY - antimicrobial coatings		
86477448	4647656 4530197	partial	1, no	2	1	na	na	SENITA - beer	SANITAS BREWERY for beer	70
86474731	na	na	na			yes	yes	INDUSTRY BASICS - online beauty retail		
86474730	3850781 86449029	yes	1, na (abandoned)	1	1	yes	yes	BLUE VELVET CLOTHING - clothing		70
86474335	86468964	yes	1	1	1	na	na	BOSS UP - clothing; business tv show		70
86474269	4318684	yes	22	1	1	na	na	DIGNITY RATING - customer service		0
86473691	3755329	no	no	1	0	na	na	NAVPACKAGING - computer aided manufacturing software; inventory software	NAVIS for shipping services (not a great refusal)	
86470682	na	na	na			yes	partial	THE BLOGGER BUSINESS BOOTCAMP - trade shows		
86467331	4102972	yes	1	1	1	na	na	LIL' TOOTSIES - infant wear		80
86465812	na	na	na			yes	partial	REAL-TIME PROTOTYPING - 3d printer		
86465635	na	na	na			yes	partial	HAIR DETOX SYSTEM - hair care products and chemicals		
86465617	na	na	na			yes	partial	HAIR KERATIN SYSTEM - hair care products and chemicals		
86459957 86459952	3041831 3673139 4228360 2460543 4231949	yes	7, 22, 19, 6, 20	4	4	yes	partial	STOX.COM and STOX - financial services		0

Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86459917	na	na	na			yes	yes	LACROSSE NOW - lacrosse tv		
86458802	4639515	yes	10	1	1	na	na	PEEKABOO UNIQUE MOTION - mobiles		0
86280171 86280058	4549903 4549902	yes	39, 41	2	2	na	na	ESQUIRE STORAGE - digitizing legal documents		0
86280047	4549903 4549902	yes	33, 31	2	2	na	na	ESQUIRE - digitizing legal documents		0
86280165 86280047	4549903 4549902	yes	14, 12	2	2	na	na	ESQUIRE STORAGE - document shredding services		0
86279944	4549903 4549902	yes	10, 8	2	2	na	na	ESQUIRE - document shredding services		0
86171354	2702142 3595963 3796974 4495349 4180358 4162110 3589825	yes	44, na (cancelled), 9, 1, 7, 8, na (cancelled)	5	5	na	na	FRONT PORCH PROPERTIES - real estate agency		0
86514024 86474825	2859136	no	no	1	0	na	na	TEAM OF DREAMS - reality tv; basketball games	Barely off-chart: DREAM TEAM for basketball recordings (009)	
86474792	2551963	yes	60	1	1	na	na	EASY-FLOW - metal pipe elbows		0
86474242	na	na	na			yes	yes	ASSOCIATIONS INSURANCE - insurance administration		
86471540	na	na	na			yes	yes	DEC HOSPITALITY - furniture procurement		
86469031	na	na	na			yes	partial	IRONED TEXTURE - wigs		
86469029	na	na	na			yes	partial	BLOW OUT TEXTURE - wigs		
86469025	86401804	yes	7	1	1	yes	yes	ACHILLES TRACK CLUB - fitness instruction; running races		0
86468845	na	na	na			yes	yes	CHEF BEANIE - restaurant		
86465515	na	na	na			yes	yes	HAIR FULLNESS SYSTEM - hair care products and chemicals		
86465472	na	na	na			yes	partial	HAIR STEMNESS SYSTEM - hair care products and chemicals		
86463670	3620904	na (cancelled)	na			yes	yes	BLACKMAN BOATS - clothing; boats		

Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86459997	4416638 2703243 4053607	yes	42, no, no	3	1	na	na	VUDU - spirits	VOODOO in results, but VODOO + other terms marks w/same owner outside top 100	0
86303507	na	na	na			yes	partial	EDITREVISE - software design; digital document service		
86287525	na	na	na			yes	yes	CURRENCY GRAPH - data analysis software		
86283057	na	na	na			yes	partial	IWARNING - weather software		
86281734	na	na	na			yes	partial	EWARNING - weather software		
86281677	na	na	na			yes	partial	HANGOVER RESCUE - intravenous therapy		
86272140 and 86272098	na	na	na			yes	yes	THE FIBREDUST CITY GARDEN - gardening kits		
86271788	3212619	yes	20	1	1	na	na	GROOVY - clothing		60
86511827	2722962	yes	8	1	1	na	na	HOLOPHONE - lcd projectors		0
86484996	3494821	na (cancelled)	na			yes	yes	INFOMAPS - local ad software		
86481183	na	na	na			yes	yes	RAINBOW CHIP FROSTING - frosting		
86481122	3741289	yes	1	1	1	na	na	ONEGOD - clothing		
86480513	na	na	na			yes	yes	SMART LASER - gun laser pointer		70
86477564	3696581	yes	3	1	1	na	na	Z5 - guns; firearms		1
86477563	2550197 3214076	yes	1, 17	2	2	yes	yes	GG GANGSTER GEAR APPAREL CO. - clothing		60
86477558	3696581	yes	20	1	1	na	na	Z5P - guns; firearms		0
86477550	3696581	yes	22	1	1	na	na	Z5K - guns; firearms		0
86477541	3696581	yes	24	1	1	na	na	Z5RS - guns; firearms		0
86475920	3827725 86385127 85171459	yes	2, 3, na (abandoned)	2	2	yes	yes	TAX ALPHA INSIGHT - tax software and classes		60
86475907	na	na	na			yes	partial	LOCKING RANGE KNOB - cooking ranges		

Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86473837	3795149	yes	2	1	1	na	na	YOURSCENE - event promotion software		0
86473407	4165287	yes	45	1	1	na	na	ECHOSYSTEM - media distribution software		0
86473405	2617001	no	no	1	0	yes	yes	SMART TOOTHBRUSH - electric toothbrushes	SMARTBRUSH for toothbrushes	no
86472325	na	na	na			yes	yes	REVEAL FAN - hand fans		
86471326	3658994	no	no	1	0	na	na	CERaMAQ - floor coatings; mortar; application of epoxy coatings	CERAMAX for floor coatings	no
86467964	na	na	na			yes	partial	CONTEXTUAL LAUNCHER - search engine		
86467956	na	na	na			yes	yes	CONTEXT FEED - search engine		
86467954	na	na	na			yes	yes	CONTEXT BAR - search engine		
86467487	na	na	na			yes	yes	DATAKEYS - software for lead generation		
86467038	86430628 2200873 2925526	yes	na (abandoned), 11, 2	2	2	yes	yes	SOCIAL MEDICA - advertising		60
86465413	4694794 3432763	yes	11, 12	2	2	na	na	WHOLLY FIT DISCOVER YOUR HEALTH - fitness instruction		0
86344176	86164018	yes	1	1	1	na	na	YOO'NEK APPAREL - retail clothing		70
86298786	na	na	na			yes	partial	SHOOTING GALLERY - video games; arcade games; game retail		
86298738	na	na	na			yes	partial	CUTE N' FUZZY - dolls		
86261913	na	na	na			yes	yes	RACEWARE - software for radio transmitters, hobby cars		



## Data Set #2

Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86468869 86468866 86468865 86468864	na	na	na			yes	partial	DEALEREXEC - automotive magazines, electronic magazines, forums, online magazines		
86449071	4421792	yes	1	1	1	na	na	PCTUINO - 3d printers; circuit boards; software development tools		60
86243147	4697446	yes	36	1	1	yes	yes	MEDICAL INFORMATION DIRECT GATEWAY - electronic exchange / saas medical		0
86457022	86337011 86357149 86357193 86370937	yes	7, 8, 3, 2	4	4	na	na	ZEALOT - advertising; tv show production		60
86250557	4013458 4636802	yes	14, 12	2	2	na	na	BOSS STRENGTH AND CONDITIONING - fitness instruction		0
86123547	3598634	na (cancelled)	na			na	na	SAINT BENOIT - cheese; milk; yogurt; ice cream		
86115675	4388707	yes	60	1	1	na	na	CHOCOARROZ - rice-based snack foods		0
86463819	86036703 86073806	yes	7, 3	2	2	yes	yes	GOWIRELESS - wireless content software and ASP		1
86472412	4061828	yes	7	1	1	na	na	DIAMANTE - tequila		80
86437882	na	na	na			yes	partial	C9 HOOKAH TABACCO - tobacco		
86479924	85795962	yes	1	1	1	na	na	SWAMP GHOST - clothing		80
86472464	2755776	yes	1	1	1	na	na	DAMOA - hats; jeans		80
86457336	na	na	na			yes	yes	PARAMOUNT HEALTH OPTIONS - health competitions		
86396122	na	na	na			yes	no	17G5.COM - file sharing online software	Generic for an SEC rule	
86643147	4527685	yes	2	1	1	yes	yes	TITAN FIRE PITS - grills		60
86488490	na	na	na			yes	partial	THE VACUUM THAT IN ITS LIFETIME WILL NEVER LOSE SUCTION - vacuum cleaners		

Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86488487	na	na	na			yes	partial	LIFETIME NO LOSS OF SUCTION - vacuum cleaners		
86474277	na	na	na			yes	partial	THE NEUTRAL GROUND - whiskey		
86466058 (and more)	4240367 79143939	partial	no, 2	2	1	na	na	YIDDISHE MAME - clothing	"Jewish Mother"	80
86254000	4665514 2394101 4374366 4508791 85891488	partial	37, no, no, 36	4	2	na	na	FORGE BY ACISION - encryption software; business consultation; telecommunications access	Some additional "forge" marks	0
86470736	3171469	yes	1	1	1	na	na	IZZAZU ZONE - shampoo		0
86281598	2646329 1887572	yes	16, 17	2	2	na	na	MANGO BAY TRADING COMPANY - clothing		1
86477770	2850684	no	no	1	0	na	na	SPORTS BRAND BUILDER - brand development	BrandBuilder family of marks (some included, but not this one)	
86089821	3582645	yes	2	1	1	na	na	88 BEAUTIFUL - cosmetics		
86479377	na	na	na			yes	partial	VINIYOGA TRADITION - yoga instruction		
86478994	3985202	no	no	1	0	yes	yes	BETA BAR - restaurant	"Beta" for nightclub services	
86475389	na	na	na			yes	yes	FLEXIBLE FEE REALTY - real estate brokerage		
86475059	3585237	na (cancelled)	na			yes	yes	TEMPLE WELLNESS - health spa	Temple Spa for cosmetics, still active, was 20th	
86474979	na	na	na			yes	partial	NORTH FORK GIRL COMPANY - clothing, retail clothing		
86474861	4266442	yes	1	1	1	na	na	SOUNDX - audio speakers		70
86474503	na	na	na			yes	yes	CD CLARIFY DIGITAL - advertising services		
86468576	na	na	na			yes	yes	CELL TECH - casino software		
86333977	2781580 4451308	partial	1, 85	2	2	na	na	DOVER - spirits		80
86274974	na	na	na			yes	yes	PROFIT ANALYSIS QUADRANT - private equity		
86453617	3388755	no	no			na	na	crashes - "stop-character" issue?		

Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86384846	na	na	na			yes	partial	PEC10 - hair conditioner		
86484307	3740904	yes	1	1	1	na	na	ROSSO DEI DARDI - wine		70
86477156	3847320	yes	6	1	1	na	na	I AM MONEY - clothing		60
86477149 and 86477132	3628706 3633066	yes	2, 1	2	2	yes	yes	DAIRY INNOVATIONS - yogurt drinks		80
86470186 and 86470161	297913 1872424 1866358 522058 1034662 1656600 2871828	no	no	7	0	yes	yes	EVERSHARP PRO - knife sourcing	EVERSHARP family of marks - knives	
86466594	na	na	na			yes	partial	FLEET WRAPS - body panels; graphic art prints		
86460914	3094028 3154839 3136647	yes	18, 17, 16	3	3	na	na	PROSPECTCONNECT - finance software		0
86493483	4520080 2344098 2223292	partial	1, no, no	3	1	yes	yes	RED HORSE CLOTHING - shirts		70
86478389	4146866 4261592 4118294 4349018 4483679 4384077	yes	4, 6, 8, 10, 7, 3	6	6	na	na	CARROLL SHELBY WHEEL COMPANY - wheel rims		60
86477505	4458245	yes	2	1	1	na	na	TRANSFORMATIVE DIVORCE - legal		70
86473141	na	na	na			yes	partial	SILVER DARLINGS - herring		
86471880	1533856 2693321 4071493 4338605 4470872	partial	no, no, no, 25, no	4	1	na	na	OneNonly - barrettes; hair pins; artificial flowers		0
86471832	na	na	na			yes	yes	ASSOCIATION OF R.O.K.M.C. VETERANS - charitable		
86471251	3701600	yes	2	1	1	na	na	SOUTHERN SOUL COMPANY - clothing		70
86469288	na	na	na			yes	yes	PURCHASING ALLIANCE INDEPENDENT PURCHASING NETWORK - coupons, discount program, menu planning, food safety		
86468801	3543844 4473801 86289883	no	no, no, na (abandoned)	2	0	yes	yes	EMOJI ROCKET - keyboard	ROCCAT for keyboards, ROCKIT for cell phone cases	

Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86467204	na	na	na			yes	yes	FAIR CONTRACT - business information		
86465612	4111491	yes	1	1	1	yes	yes	BENGAL ENGINEERING INC - engineering services		2
86465591	3501631	yes	6	1	1	yes	partial	G-FLEX VIBRATORY PROCESS - conveyors		1
86454654	3256870	yes	1	1	1	na	na	E-MOJO - electric scooters		70
86495911	na	na	na			yes	partial	NO-SLIP GRIP - tampon applicators		
86487396	na	na	na			yes	yes	SURF BAIT CAPE COD, MA - shirts		
86480334	4416282	yes	68	1	1	na	na	LIQUOR WICKS - candles		
86480323	4063297 4141523	yes	1, na	1	1	na	na	ALLAY HOME CARE - retirement homes	second cite is design-only	1
86476473	na	na	na			yes	partial	THE TANNERY CO. - furniture		
86475708	na	na	na			yes	yes	QUEEN LANE DESIGNS - tote bags		
86474922	na	na	na			yes	partial	TOUJOURS COUTURE - toys		
86466509 and 86466487	4455835	yes	16	1	1	yes	partial	ENSOL TECHNOLOGY - batteries; semiconductors; energy controls		1
86448676	2655483 3015113	yes	3, 4	2	2	na	na	TALBOTT VINEYARDS - wine		0
86360511	na	na	na			yes	partial	TELE-NICU - telemedicine		
86326110	na	na	na			yes	yes	THE DESIGN OF THE BODY - educational medicine		
86485394	na	na	na			yes	partial	HOUSTON PERIO ESTHETICS - dentist		
86484733	3705339	yes	13	1	1	na	na	KURB SOCKS - socks		0
86459968 and 86459964	3041831 3673139 4228360 2460543 4231949	yes	13, 19, 17, 11, 18	5	5	na	na	STOX-US - stock brokerage		0
86292391	na	na	na			yes	yes	PRO LITE FUEL CELL - fuel cells		
86127773	3590381 350382	yes	10, 11	2	2	na	na	SIERRA - refrigeration systems		0
86127768	3590381 350382	yes	10, 11	2	2	na	na	HIGH SIERRA - refrigeration systems		0
86549243	3045220 4055605	yes	26, 27	2	2	na	na	CENTRIXT - blood testing, x-ray		0
86517803	na	na	na			yes	yes	DUTCH SWEETS - cookies		

Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86485534	4641265	yes	1	1	1	na	na	ATHENA - tobacco		0
86485076	na	na	na			yes	partial	D/EARTH - pest control		
86482644	3045220 4055605	yes	6, 7	2	2	na	na	CENTRIXT - biological tissue; stem cells		0
86477870	na	na	na			yes	yes	SKINCARE FOR THE SCALP - shampoo		
86473510	na	na	na			yes	partial	LUMIÈRE LAUREN - candles		
86467583	na	na	na			yes	partial	BLAINE KERN'S MARDI GRAS WORLD NEW ORLEANS - live music; bar		
86466738	2947996 86200343	yes	22, 27	2	2	yes	yes	1UP BOX - toy store		0
86465668	na	na	na			yes	yes	FISH CIN - veterinary preparations		
86324444	3953694	yes	6	1	1	na	na	MAMA STRUT - back supports		0
86178102	4117322	yes	7	1	1	na	na	SMASHBRAND - packaging design; brand development		0
86548358	624055	yes	1	1	1	na	na	GRIZZLY - furniture		0
86544139	86177014	yes	7	1	1	na	na	LOGHEADS - furniture / retail		80
86531281	na	na	na			yes	yes	YAGNA KNOWLEDGE CLOUD - cloud software		
86527324	1765631 3800535 4011133 4427324	partial	no, 13, no, 16	4	2	na	na	RED - phone accessories, headphones, camera accessories, batteries, etc		
86485269	4179031 4179050	yes	1, 2	2	2	na	na	ZYTHOS IPA - beer		80
86482938	3555425	na (cancelled)	na			na	na	VEGAS LETTERS - decorative letters		
86480304	4659415	yes	1	1	1	yes	yes	STAY IN THE GAME - clothing		80
86480031	na	na	na			yes	yes	DUAL LIVE STREAM - wireless telephones		
86478843	3244973	yes	1	1	1	na	na	DOG SLOBBER - beer		80
86473696	2669462 2753917 86210058	partial	2, no, 1	3	2	na	na	AWEARABLE - clothing, smartphones	Alpacawearables (#40 if searched for clothing alone)	80
86468842	na	na	na			yes	partial	OSSABAW MINIATURE SWINE - pigs		
86468517	na	na	na			yes	partial	HOPE RIDGE UNITED METHODIST CHURCH MAKE & MATURE DISCIPLES OF JESUS CHRIST - ordaining ministers		

Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86466609	1952850 4461060	yes	10, 4	2	2	na	na	APPLE FARGO - toner cartridges, sandwich bags		0
86465685	na	na	na			yes	partial	FISH DOXY - veterinary preparations		
86465679	na	na	na			yes	partial	BIRD SULFA - veterinary preparations		
86465646	na	na	na			yes	partial	HAIR MELANIN SYSTEM - shampoo; chemicals for hair care		
86462749	na	na	na			yes	yes	CUSTOM LEARNING SOLUTIONS - business education		
86454381	na	na	na			yes	partial	BEAUTY BOOK MAGAZINE - beauty magazines		
86454364	4140271 3225817	yes	1, 9	2	2	na	na	DREAMLIGHTS - night lights		80
86453670	85617646	na	na			na	na	BE TIN!... - cocktails	(citation was solely due to bottle shape confusion)	
86453666	na	na	na			yes	yes	CERTIFIED SEXUAL HEALTH EDUCATOR - educational services		
86340531	na	na	na			yes	partial	THE BLUE PACK - wigs		
86297426	4347081	yes	1	1	1	na	na	GALAXY BALL - pool floats		80
86284347	3171461 3415653 3001351 3759414 3706322	partial	no, 19, 5, no, no	5	2	na	na	NDS BY NEW DIRECTION - clothing	NEW DIRECTIONS (additional registrations owned by same company also cited)	60
86174999	85517738	yes	1	1	1	na	na	BOMBSHALL - bras		60
86480880	na	na	na			yes	yes	SNAPSPLICE - electrical connectors		
86476406	86166104	na (abandoned)	na			na	na	MARS & VENUS CLOTHING - businesswear		
86465759	na	na	na			yes	partial	JUST TIRAMISU TGIT4TIRAMISU - retail bakery		
86551129	2097801	yes	40	1	1	na	na	AMT TWEETER - audio speakers		0
86487659	86096877 86234033	yes	2, 1	2	2	na	na	PANCHO'S PISTOLAS - tequila		80

Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86483000	1299819	yes	5	1	1	na	na	TRES SIETES 777 - tequila		70
86479598	na	na	na			yes	partial	AMMONIA-FREE CATASTAK - emissions control systems		
86478028	na	na	na			yes	yes	ELEMENTAL PATH - educational toys		
86463700	3786076	yes	1	1	1	na	na	WAGGTAGG - pet tags		60
86463665	na	na	na			yes	yes	UBIZ VIRTUAL OFFICE - lead generation		
86459544	na	na	na			yes	partial	PORT CANAVERAL TRANSPORTATION - bus tours		
86459521	na	na	na			yes	yes	MARIMBA CAFÉ - bakery desserts		
86455901	1943866	yes	2	1	1	na	na	VOONER VARI-VAC - vacuum pump controllers		1
86343868	4642364	yes	4	1	1	na	na	NSSTAR - phone cases		60
86308050	3221230 3298656	yes	1, 2	2	2	na	na	KATALINA'S HOME OF THE ORIGINAL PANCAKE BALL - restaurant		70
86291484	na	na	na			yes	yes	TRIAx LUBRICANTS - fuel additives; engine oil		
86287453	na	na	na			yes	yes	BACKUP & REPLICATION - backup software		
86278844	na	na	na			yes	yes	BERRIES TO GO - fresh berries		
86275740	na	na	na			yes	yes	DRAW THE PLAY - online games		
86275718	na	na	na			yes	yes	DRAW THE PLAY - game software		
86247746	4563229	yes	1	1	1	na	na	CONCEITED COSMETICS - cosmetics		0
86543483	3907177	yes	1	1	1	na	na	SUPERNOVA - dietary supplements		80
86484642	3711200 2265120	partial	no, 13	2	1	yes	yes	OCEANIC SEAFOOD - frozen fish; tuna	OCEANICA for fish	80
86481552	na	na	na			yes	yes	NATIONWIDE ENVIRONMENTAL SOLUTIONS - environmental engineering		
86481279	na	na	na			yes	partial	CMT PLANNER - emergency support software		

Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86480841	3786214 3786248 86080539 86080553 86237458 86353007 79138969	yes	87, 86, 5, 4, 37, na (abandoned), na (abandoned)	5	5	yes	partial	SPROUT - fruit juice; vegetable juice		60
86479901	2414597	yes	2	1	1	yes	yes	IDEOLOGY IP - business consulting; ip rights management		0
86478600	4264556	yes	1	1	1	na	na	IN THE KNOW WHILE ON THE GO - offer management		0
86478317	na	na	na			yes	yes	SPR BARRIER TECHNOLOGY - antimicrobial coatings		
86477448	4647656 4530197	partial	1, no	2	1	na	na	SENITA - beer	SANITAS BREWERY for beer	70
86474731	na	na	na			yes	yes	INDUSTRY BASICS - online beauty retail		
86474730	3850781 86449029	yes	1, na (abandoned)	1	1	yes	yes	BLUE VELVET CLOTHING - clothing		70
86474335	86468964	yes	1	1	1	na	na	BOSS UP - clothing; business tv show		70
86474269	4318684	yes	22	1	1	na	na	DIGNITY RATING - customer service		0
86473691	3755329	no	no	1	0	na	na	NAVPACKAGING - computer aided manufacturing software; inventory software	NAVIS for shipping services (not a great refusal)	
86470682	na	na	na			yes	partial	THE BLOGGER BUSINESS BOOTCAMP - trade shows		
86467331	4102972	yes	1	1	1	na	na	LIL' TOOTSIES - infant wear		80
86465812	na	na	na			yes	partial	REAL-TIME PROTOTYPING - 3d printer		
86465635	na	na	na			yes	partial	HAIR DETOX SYSTEM - hair care products and chemicals		
86465617	na	na	na			yes	partial	HAIR KERATIN SYSTEM - hair care products and chemicals		
86459957 86459952	3041831 3673139 4228360 2460543 4231949	yes	7, 22, 19, 6, 20	4	4	yes	partial	STOX.COM and STOX - financial services		0



Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86459917	na	na	na			yes	yes	LACROSSE NOW - lacrosse tv		
86458802	4639515	yes	10	1	1	na	na	PEEKABOO UNIQUE MOTION - mobiles		0
86280171 86280058	4549903 4549902	yes	39, 41	2	2	na	na	ESQUIRE STORAGE - digitizing legal documents		0
86280047	4549903 4549902	yes	33, 31	2	2	na	na	ESQUIRE - digitizing legal documents		0
86280165 86280047	4549903 4549902	yes	14, 12	2	2	na	na	ESQUIRE STORAGE - document shredding services		0
86279944	4549903 4549902	yes	10, 8	2	2	na	na	ESQUIRE - document shredding services		0
86171354	2702142 3595963 3796974 4495349 4180358 4162110 3589825	yes	44, na (cancelled), 9, 1, 7, 8, na (cancelled)	5	5	na	na	FRONT PORCH PROPERTIES - real estate agency		0
86514024 86474825	2859136	no	no	1	0	na	na	TEAM OF DREAMS - reality tv; basketball games	Barely off-chart: DREAM TEAM for basketball recordings (009)	
86474792	2551963	yes	60	1	1	na	na	EASY-FLOW - metal pipe elbows		0
86474242	na	na	na			yes	yes	ASSOCIATIONS INSURANCE - insurance administration		
86471540	na	na	na			yes	yes	DEC HOSPITALITY - furniture procurement		
86469031	na	na	na			yes	partial	IRONED TEXTURE - wigs		
86469029	na	na	na			yes	partial	BLOW OUT TEXTURE - wigs		
86469025	86401804	yes	7	1	1	yes	yes	ACHILLES TRACK CLUB - fitness instruction; running races		0
86468845	na	na	na			yes	yes	CHEF BEANIE - restaurant		
86465515	na	na	na			yes	yes	HAIR FULLNESS SYSTEM - hair care products and chemicals		
86465472	na	na	na			yes	partial	HAIR STEMNESS SYSTEM - hair care products and chemicals		
86463670	3620904	na (cancelled)	na			yes	yes	BLACKMAN BOATS - clothing; boats		

Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86459997	4416638 2703243 4053607	yes	42, no, no	3	1	na	na	VUDU - spirits	VOODOO in results, but VODOO + other terms marks w/same owner outside top 100	0
86303507	na	na	na			yes	partial	EDITREVISE - software design; digital document service		
86287525	na	na	na			yes	yes	CURRENCY GRAPH - data analysis software		
86283057	na	na	na			yes	partial	IWARNING - weather software		
86281734	na	na	na			yes	partial	EWARNING - weather software		
86281677	na	na	na			yes	partial	HANGOVER RESCUE - intravenous therapy		
86272140 and 86272098	na	na	na			yes	yes	THE FIBREDUST CITY GARDEN - gardening kits		
86271788	3212619	yes	20	1	1	na	na	GROOVY - clothing		60
86511827	2722962	yes	8	1	1	na	na	HOLOPHONE - lcd projectors		0
86484996	3494821	na (cancelled)	na			yes	yes	INFOMAPS - local ad software		
86481183	na	na	na			yes	yes	RAINBOW CHIP FROSTING - frosting		
86481122	3741289	yes	1	1	1	na	na	ONEGOD - clothing		
86480513	na	na	na			yes	yes	SMART LASER - gun laser pointer		70
86477564	3696581	yes	3	1	1	na	na	Z5 - guns; firearms		1
86477563	2550197 3214076	yes	1, 17	2	2	yes	yes	GG GANGSTER GEAR APPAREL CO. - clothing		60
86477558	3696581	yes	20	1	1	na	na	Z5P - guns; firearms		0
86477550	3696581	yes	22	1	1	na	na	Z5K - guns; firearms		0
86477541	3696581	yes	24	1	1	na	na	Z5RS - guns; firearms		0
86475920	3827725 86385127 85171459	yes	2, 3, na (abandoned)	2	2	yes	yes	TAX ALPHA INSIGHT - tax software and classes		60
86475907	na	na	na			yes	partial	LOCKING RANGE KNOB - cooking ranges		

Serial Number	Cited	In search?	Result #?	# Results	# Cited	2(e)?	Raised?	Details	Notes	Quadrant
86473837	3795149	yes	2	1	1	na	na	YOURSCENE - event promotion software		0
86473407	4165287	yes	45	1	1	na	na	ECHOSYSTEM - media distribution software		0
86473405	2617001	no	no	1	0	yes	yes	SMART TOOTHBRUSH - electric toothbrushes	SMARTBRUSH for toothbrushes	no
86472325	na	na	na			yes	yes	REVEAL FAN - hand fans		
86471326	3658994	no	no	1	0	na	na	CERaMAQ - floor coatings; mortar; application of epoxy coatings	CERAMAX for floor coatings	no
86467964	na	na	na			yes	partial	CONTEXTUAL LAUNCHER - search engine		
86467956	na	na	na			yes	yes	CONTEXT FEED - search engine		
86467954	na	na	na			yes	yes	CONTEXT BAR - search engine		
86467487	na	na	na			yes	yes	DATAKEYS - software for lead generation		
86467038	86430628 2200873 2925526	yes	na (abandoned), 11, 2	2	2	yes	yes	SOCIAL MEDICA - advertising		60
86465413	4694794 3432763	yes	11, 12	2	2	na	na	WHOLLY FIT DISCOVER YOUR HEALTH - fitness instruction		0
86344176	86164018	yes	1	1	1	na	na	YOO'NEK APPAREL - retail clothing		70
86298786	na	na	na			yes	partial	SHOOTING GALLERY - video games; arcade games; game retail		
86298738	na	na	na			yes	partial	CUTE N' FUZZY - dolls		
86261913	na	na	na			yes	yes	RACEWARE - software for radio transmitters, hobby cars		

### Data Set #3

Serial Number	Mark	80% / 80% similar?	70% / 70%?	60% / 60%?	2(e)?	Matches?
86978027	TAFFY TOWN	0	0	3	Taffy - 003	partial
86852817	YUFITRA	0	0	0	na	na
86852162	ECOSYSTEM OF GOOD	1	3	0	na	na
86851773	TRUKLOAD	0	0	0	na	na
86849574	SIMPLY STYLED	0	0	0	na	na
86849562	SIMPLY EMMA	0	0	9	na	na
86846525	TRI-PLY	0	0	1	na	na
86846322	SWITCH TO SRIXON	0	0	1	na	na
86845217	DATAGRIP	0	0	0	na	na
86845181 and 86845140	AXI+LINE	0	0	1	na	na
86845025	READIBURSTS	0	0	8	na	na
86845018	SOOTHING SOFTBURSTS	0	0	0	Soothing - 005	yes
86845005	LIQUI-SOOTHERS	0	0	0	na	na
86844170	HEAVY GAUGE	0	0	7	na	na
86844150	FULL HARD	1	0	bunch	na	na
86843828	OGO O GREAT ONE!	1	1	bunch	na	na
86843757	SEARS	0	0	0	na	na
86841360	TOTAL CONTROL IN ANY AIRWAY	0	0	0	na	na
86841348	ONTARGET	0	0	0	na	na
86839452	ACC	0	15	11	na	na
86838808	SICDRIP	0	0	0	na	na
86838267	SEVEN91	0	bunch	bunch	na	na
86837794	THE WIND UP	0	0	0	na	na

Serial Number	Mark	80% / 80% similar?	70% / 70%?	60% / 60%?	2(e)?	Matches?
86837560	SICDRIP	0	0	0	na	na
86837015	DEEP COUCH CITY	0	4	1	na	na
86835738	EPERIA	0	0	0	na	na
86835227	ENGINEERED CORAL FOOD	0	0	1	na	na
86834985	BUMP AND RUN	0	0	8	na	na
86834984	SHORT SHIFTER	0	0	1	na	na
86834933	MYSCENT	0	0	0	na	na
86834856	CHICANE	0	3	7	na	na
86834553	BURIED TOWN	0	0	2	na	na
86834316	GITANO	1	0	0	na	na
86834289	20X	1	0	bunch	na	na
86833592	AROTEK	0	0	0	na	na
86833411	COURAGE	0	0	0	na	na
86833007	SWIFTROVER	0	0	6	na	na
86832527	IMMUSANTE	0	0	0	na	na
86831707	KEEP MOVING	0	0	0	na	na
86831341	TEQIN	0	0	9	na	na
86831184	BEERITO	0	0	8	na	na
86830762	COFFEE WITH THE CONTRACTORS	0	0	0	na	na
86830617	UNIFIEDPAYMENTS	0	0	0	na	na
86830598	GREENOUR	0	0	0	na	na
86830443	SIGHT	0	0	1	na	na
86830434	SIGHTLINE	0	0	0	na	na
86830122	WEDGE-A-THON	0	bunch	bunch	na	na
86829582	FROM THIS MOMENT	0	0	0	na	na
86829573	SAY FOREVER	0	0	bunch	na	na

Serial Number	Mark	80% / 80% similar?	70% / 70%?	60% / 60%?	2(e)?	Matches?
86828570	ZAPP	0	0	1	na	na
86827768	CARING FOR EVERY CHILD AS OUR OWN	0	0	1	na	na
86827495	LIFE IN HIGH PERFORMANCE	0	0	0	na	na
86827321 86827315 86827301 86827297	OLUMIANT	0	0	0	na	na
86827267	ECOSYSTEM FOR GOOD	1	3	0	na	na
86826931	PRO PAW	0	5	4	na	na
86826537	REVITALIZE YOUR STASH IN A FLASH	0	0	2	na	na
86826365	THE LEGEND OF ZELDA MAJORA'S MASK	0	0	9	na	na
86826319	BACKDRAFT	0	0	0	na	na
86825806	FILL MY HEART - TWO HEARTS BECOME ONE	0	0	4	na	na
86824860	IMARA	0	0	0	na	na
86824173	BEN BRACKEN	0	0	0	na	na
86823612	TFI RHO	0	0	0	na	na
86823602	TFI ISO	0	0	0	na	na
86823597	TFI HALO	0	0	0	na	na
86823359	RUMBLE RUMBLE EAGLE	0	1	7	na	na
86823346	RUMBLE RUMBLE BISON	0	1	7	na	na
86823324	RUMBLE RUMBLE BEAR	0	1	7	na	na
86822913	DO YOUR JOB	0	0	0	na	na
86822903	DO YOUR JOB	6	2	bunch	na	na
86822797	POWERED BY QUEST	0	0	0	na	na
86822601	FIVE2NDWINDOW	0	0	0	na	na
86822531	ZOMBIE ANARCHY	0	1	1	na	na

Serial Number	Mark	80% / 80% similar?	70% / 70%?	60% / 60%?	2(e)?	Matches?
86822423	PASSING DOWN THE COMFORT AND SCIENCE OF CONNECTION	0	0	0	na	na
86822369	GENKENT	0	0	3	na	na
86821989	BAREPRO	0	0	0	na	na
86821298	BREEZE	0	1	0	na	na
86821162	CONTINUUM	0	0	5	na	na
86820963	NB RUN HUB	0	2	6	na	na
86820835	SKIES WIDE OPEN	0	0	3	na	na
86820343	DOG IS MY ZEN	0	0	4	na	na
86820218	DOG IS MY ZEN	0	0	4	na	na
86820197	KAULA	0	0	1	na	na
86818451	HOPPY TONK HIGHWAY	0	1	9	na	na
86818188	SHIRTLY	0	0	3	na	na
86817905	PRISCILLA	0	0	0	na	na
86817704	TREZA	0	0	1	na	na
86817393	DOG IS MY ZEN	0	0	0	na	na
86815119	A HOME AS SPECIAL AS YOU ARE	0	0	0	na	na
86814407	HELLO POSSIBLE	0	0	0	na	na
86814405	HELLO POSSIBLE	0	0	4	na	na
86814181	FOOD TOPPER	0	0	0	na	na
86814173	4LIVING	0	0	4	na	na
86814066	4LIVING	1	1	bunch	na	na
86813905	4LIFE	1	3	bunch	na	na
86812619	PORTAL	0	0	0	na	na
86812608	CATHODE	0	0	0	na	na
86810244	BUILD SOMETHING REAL	0	0	0	na	na

Serial Number	Mark	80% / 80% similar?	70% / 70%?	60% / 60%?	2(e)?	Matches?
86810091	DIMENSION 3	1	1	0	na	na
86809770	ROOSTER CRUISER	0	0	bunch	na	na
86809565	WE MISTAKES	0	1	0	na	na
86809411	ALLER-NEX	0	1	3	na	na
86809215	JOULE THIEF	0	0	6	na	na
86809021	4G LTE CELLSHOT	0	1	0	4G LTE - femtocells	partial
86807873 and 86807869	YOU & ME ... MEANT TO BE	0	1	1	na	na
86807856 and 86807848	YOU & ME FOREVER	0	0	1	na	na
86807463	SIMPLE INGREDIENTS. SUSTAINABLY CAUGHT.	0	1	17	na	na
86806715	MAXLITE	0	0	0	na	na
86805976	BLESS YOUR NAIL	1	1	0	na	na
86805709	FALLOUT PR	1	0	2	na	na
86805351	AQUATREK	0	0	0	na	na
86804942	TRUSTED INSIGHTS	0	0	0	na	na
86804770	RALPHIE'S CORRAL	0	0	1	na	na
86803813	FIND YOUR GRAPE REMEDY	0	0	0	na	na
86803786	SMART MOVES	0	0	0	na	na
86803103	PROBIOMAX	0	1	1	na	na
86800664	NEOFRESH	0	0	0	na	na
86800454	SNIPER FURY	0	0	0	na	na
86800448	SNIPER FURY	0	0	7	na	na
86799315	EAT. DRINK. BE SPICY.	0	0	1	na	na
86799106	FEEL THE HEAT OF FUEGO	0	0	5	na	na
86799076	L LIVE LOVE LEAD	3	2	bunch	na	na



Serial Number	Mark	80% / 80% similar?	70% / 70%?	60% / 60%?	2(e)?	Matches?
86798964	MADE BY A FISHERMAN FOR FISHERMEN	1	0	4	na	na
86797730	GET OUNCED	1	5	bunch	na	na
86797718	DID YOU GET OUNCED TODAY?	0	bunch	bunch	na	na
86797496	THE "O" FACE	0	0	0	na	na
86797179	GLORIA VANDERBILT	0	bunch	4	na	na
86797173	KEEP AMERICA SPRAYING	0	0	0	na	na
86797161	BMR	0	0	0	na	na
86797115	VERGE	1	0	0	na	na
86797108	STAR GLOW	0	0	0	na	na
86796695	DRAGON MANIA	0	0	0	na	na
86796690	ASPHALT 8: AIRBORNE	0	1	5	na	na
86796405	CARNIPURE	0	0	0	na	na
86796035	TIMBERFUZE	0	0	0	na	na
86796026	KARASTEP PERFECTION	0	6	2	na	na
86795643	U & ME MEANT TO BE	0	1	1	na	na
86795313	NIGHT CEREMONY	0	1	0	na	na
86794964	MYSERVICEFORCE	0	0	2	na	na
86794859	VINOOR	2	7	8	na	na
86794151	LINKS ON MADISON	0	0	0	na	na
86792604	DIRECT TO INFLUENCER	2	7	2	na	na
86792507	PINK CHAMPAGNE ON ICE....	0	5	3	na	na
86791768	GR	0	7	3	na	na
86791670	TOP FINDS	0	0	0	na	na
86790492	EXPERT GARDENER	0	0	0	Expert 005 disclaimed; 2(f)	yes
86790181	U & ME FOREVER	0	0	3	na	na

Serial Number	Mark	80% / 80% similar?	70% / 70%?	60% / 60%?	2(e)?	Matches?
86789934	NATURA ROYAL STAY HEALTHY. LIVE WEALTHY	0	1	4	na	na
86789828	AH HA!	0	0	3	na	na
86789720	TALLY ON	0	1	2	na	na
86789551	TAR HEELS	0	0	0	na	na
86788801	E-RESPICLICK	0	1	5	na	na
86788798	ERESPICLICK	0	0	0	na	na
86788689	BLACKBAUD SKY	0	0	0	na	na
86788565	ULTRASIGN	0	0	0	na	na
86788178	SHOCKING VALUES	0	0	0	na	na
86787997	NVX	0	0	0	na	na
86787817	YULIFRA	0	0	0	na	na
86787800	A NEW WAVE OF LIGHT	0	0	0	na	na
86787676	DRONEDUEL	0	0	7	na	na
86787516	ONN	2	bunch	bunch	na	na
86787165	MS. COMPLETELY	5	5	bunch	na	na
86786895	EDIBITS	0	0	0	na	na
86786865	EDIBITES	0	0	1	na	na
86786471	XIBALBA	0	0	10	na	na
86785470	SIERRA DEL SOL FARMS	0	0	4	na	na
86784192	MOWY CHRISTMAS	1	12	3	na	na
86783302	MATCC	0	0	8	na	na
86783239	SAFEHAVEN	0	0	0	na	na
86783041	SAFEHAVEN	0	0	0	na	na
86782968	SAFEHAVEN	0	0	0	na	na
86782964	HICKEY FREEMAN NEW YORK EST. 1899	0	bunch	bunch	na	na

Serial Number	Mark	80% / 80% similar?	70% / 70%?	60% / 60%?	2(e)?	Matches?
86782250	SOCIAL ADVOCATES FACILITATE EFFECTIVE HOME AND OUTPATIENT MANAGEMENT OF EMERGENCIES	0	0	0	na	na
86782092	HAPPI HOME	0	1	bunch	na	na
86781959	ACCUCALC	0	0	0	na	na
86781957	ACCUQDRO	0	0	2	na	na
86781690	TKO	0	0	1	na	na
86781554	LIVE EASY. LIVE SMART. GET CONNECTED.	0	0	0	na	na
86781349	POKE WORKS	0	bunch	0	yes	partial
86780315	WIURCS	0	0	3	na	na
86779473	VITAFLAV	0	1	4	na	na
86779184 and 86779181	MYQUIT	0	0	0	na	na
86778623	THE 3ABN RADIO MUSIC CHANNEL	0	0	0	yes	yes
86777808	LOVELLI	0	0	0	na	na
86776520	PROCHARGE	0	0	0	na	na
86776358	KERNEL SEASON'S	0	1	10	na	na
86776078	WISECENTS	0	0	0	na	na
86775678	BLESS YOUR SKIN	2	0	0	na	na