Applicant:	Techtronic Floor Care Technology Limited	Mark: FLOORMATE JET
Serial No.:	88229862	Filed: December 14, 2018
Examiner:	Esther Queen	Law Office: 111

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

## **REQUEST FOR RECONSIDERATION**

This is a response to the final office action issued June 4, 2019, wherein the Examining Attorney maintained the requirement that Applicant disclaim JET as merely descriptive.

With this response, Applicant amends its goods to "carpet cleaning machines and floor cleaning machines, *none of the foregoing featuring high-velocity fluid nozzles*."

The Examining Attorney said that a JET is a "<u>high-velocity</u> fluid stream forced under pressure out of a small-diameter opening or nozzle" or "an outlet, such as a nozzle, used for emitting such a stream [i.e., a high-velocity stream]." This definition describes a device that expels water with extreme force, such as water jet cutting machines, examples of which were provided at Exhibit A of the office action response Applicant filed on May 14, 2019 (the "<u>May 2019 Response</u>"). Those jets utilize an extremely high pressure stream of water to cut materials. In contrast, Applicant's goods are carpet and floor cleaning machines. They do not incorporate "jets" as defined by the Examining Attorney – and Applicant's amended ID now specifically excludes such "jets" – because a high volume-high velocity fluid stream would damage the floors the machines are used to clean.

Instead, JET as used by Applicant <u>is suggestive of the speed and power</u> with which the product vacuums and washes floors, bringing to consumers' minds the speed and power of a jet plane or jet engine. May 2019 Response, Exhibit B ("The HOOVER® ONEPWR<sup>™</sup> FloorMate JET<sup>™</sup> is designed to make cleaning hard surfaces easier and <u>faster</u>! No more multiple steps—now you can *powerfully* vacuum AND wash your floors at the same time, simplifying your cleaning routine like never before, all without the hassle of a cord."). <u>Exhibit D</u> hereto demonstrates that "jet" means "to move or progress by or as if by jet propulsion" and "jet engine" means "a very powerful engine," supporting Applicant's position that JET is suggestive of the speed and power of its machines.

The Examining Attorney stated:

Applicant argue[d] that the wording JET in the mark refers to an aircraft. Given that the goods are carpet/floor cleaning machines, it is entirely unclear why consumers would view JET as referring to an aircraft or jet engine. There is nothing in the mark itself or in applicant's advertising that would indicate that JET refers to an aircraft.

Again, Applicant argues that JET *is suggestive of the speed and power of a jet plane or jet engine* and Applicant's advertising clearly suggests as much. The use of JET as it relates to Applicant's goods does not immediately convey to consumers any characteristic of Applicant's goods, nor would consumers mistakenly believe that it does. Applicant's goods do not expel cleaning solution with the force and velocity contemplated by the Examining Attorney's definition and Applicant's amended ID now specifically states this.

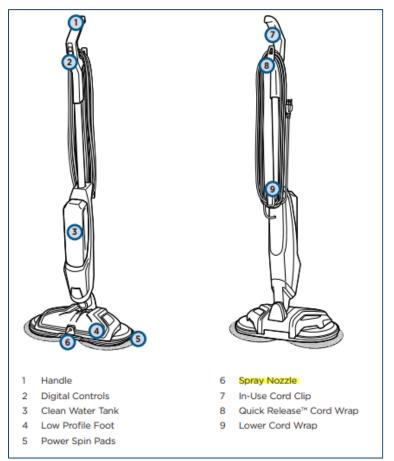
Applicant's goods do feature nozzles, specifically nozzles that distribute cleaning solutions at a rate of approximately 150 milliliters per minute.



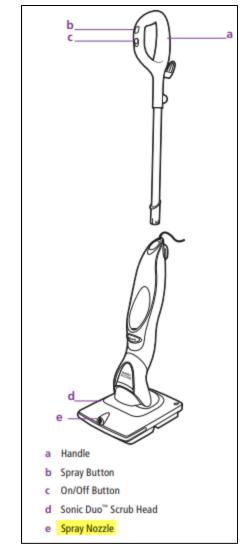
December 2, 2019

A "nozzle" is "a narrow piece attached to the end of a tube so that the liquid or air that comes out can be directed in a particular way." *See* Exhibit E hereto. Not all "nozzles" are "jets," i.e., emit <u>high-</u> <u>velocity</u> fluid streams. Applicant's nozzles are not properly referred to as "jets." *See, e.g.,* Applicant's U.S. Patent No. 9,737,187 for an Extractor Cleaning Machine, which identifies a "distribution nozzle" that distributes cleaning fluid to a "surface to be cleaned" and explains that fluids simply "flow out of the distribution nozzle." May 2019 Response, Exhibit C. Applicant's floor cleaning machine patent demonstrates that a component that sprays fluid is properly referred to simply as a "nozzle," not a "jet." "The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and *exact terms* as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same . . ." 35 U.S.C. § 112.1 *See* Manual of Patent Examining Procedure (MPEP) § 608.01(k) (Aug. 2012). Applicant's marketing materials, which were referenced by the Examining Attorney, also properly refer to Applicant's machines as featuring a "nozzle," not a "jet."

It is customary in Applicant's industry to identify machine parts that distribute cleaning fluid as "nozzles," not "jets."



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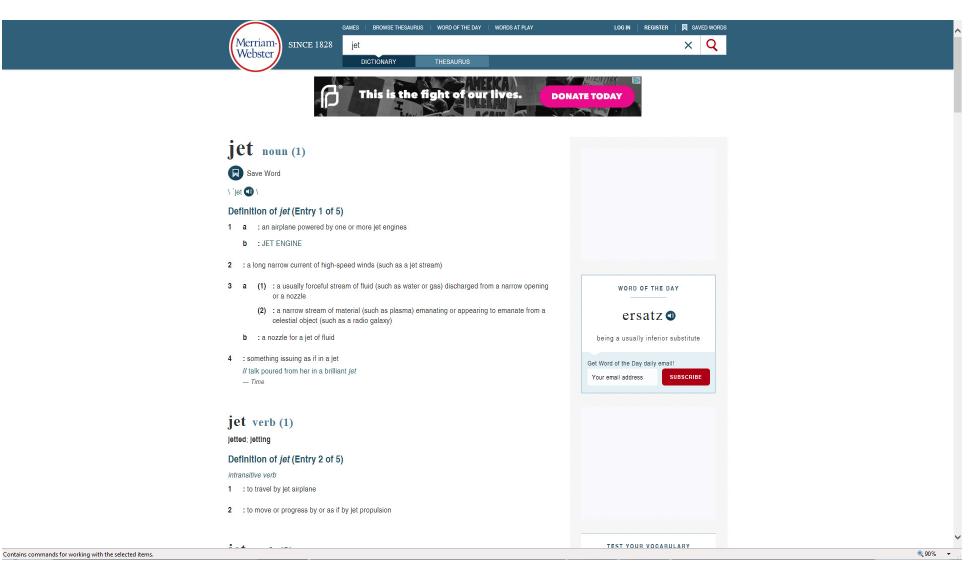
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Applicant demonstrated that its goods do not feature "jets" as defined by the Examining Attorney and that Applicant's industry and consumers do not commonly use "jet" to identify the cleaning solution distribution nozzle found on Applicant's machines. Further, Applicant's amended ID now specifically excludes machines featuring high-velocity fluid nozzles. Applicant therefore respectfully requests that the disclaimer requirement be withdrawn.

EXHIBIT D



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December 3, 2019

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December 3, 2019

EXHIBIT E



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