

**Mark: BLUE STAR & Design**  
**Serial No.: 87533795**

The Examining Attorney has maintained the refusal to register Applicant's mark on the ground that it is confusingly similar to three marks: BLUE STAR CAREERS, Reg. No. 4816744; BLUE STAR SPORTS, Reg. No. 5365648; and BLUE STAR SPORTS, Reg. No. 5381336. As of September 20, 2019, both of the BLUE STAR SPORTS marks have been cancelled and should no longer represent obstacles to the registration of Applicant's mark.

The remaining cited mark, BLUE STAR CAREERS, identifies the following services:

Career planning services; Organizing business networking events in the field of all career fields for military spouses; providing employment counseling information on how to successfully transition jobs for military spouses

As amended in this Request for Reconsideration, Applicant's mark identifies the following services:

Class 35: talent recruitment services in the field of amateur sports; sports recruiting services for high school and college athletes; public relations services in the field of amateur sports; providing information and news in the field of amateur sports recruitment

Class 41: Organizing and conducting sports competitions, namely, coordination, organization and management of amateur sports competitions, showcases and events; sports training services, namely, evaluation, training and development of middle school, high school and college athletes; operation of sports camps for middle school, high school and college athletes; sports instruction services; providing information, news and thought leadership development training in the field of amateur sports

The parties' services should not be deemed related. The BLUE STAR CAREERS mark identifies job-related planning services for a narrow group of

consumers, namely, military spouses. Applicant has deleted any reference to career advancement or career development services from its application. The remaining services identified in Applicant's BLUE STAR & Design mark relate solely to sports-related services. The very specific market that each party serves ensures that there is no chance of consumer confusion.

At the very least, the cited mark cannot be a block to Applicant's Class 41 services, which have no relationship to career planning services. Thus, the Examining Attorney's refusal is overbroad and should be subject to reconsideration.