

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**In re Application of:**

**Applicant:** Deluxe Laboratories, Inc.

**Examining Attorney:** Thomas M. Manor

**Serial No.:** 77/227,410

**Law Office:** 110

**Filed:** July 11, 2007

**Docket:** 092807-010300



**Mark:**

**Int'l Class:** 42

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

**RESPONSE TO PRIORITY ACTION**

Applicant Deluxe Laboratories, Inc. (“Applicant”) hereby submits this Response to the



Priority Action e-mailed on January 8, 2009 for the mark in International Class 42, Application Serial No. 77/227,410.

**Amendment To Recitation Of Services In Class 42**

In the Priority Action, the sole issue raised by the Examining Attorney was a request to further clarify the recitation of services in Class 42. The Examining Attorney also requested that the services of “*Operation of laboratories for the processing of motion picture films; Video transfer, namely, film to tape digital transfer services namely, transferring motion picture film content to DVDs*” be reclassified into Class 40.

Because Applicant has already amended its companion application in Class 40 to include the transfer in of these services, Applicant hereby agrees to delete “*Operation of laboratories for the processing of motion picture films; Video transfer, namely, film to tape digital transfer services namely, transferring motion picture film content to DVDs*” from this application.

In addition, pursuant to the Examining Attorney’s suggestions, Applicant hereby adopts the following amended recitation of services in Class 42:

“Design and development of computer software; product research and development; hosting the websites of others; website design services for others; digital watermarking; custom packaging design services for sound, video, and

data recordings; graphic design services for print media in the field of entertainment; DVD menu packaging and design for others; design for others of music, video and DVD packaging; quality control for others of the duplication, replication and distribution of digital film and video; content creation services, namely, authoring and development for others of interactive computer software for the integration of text, audio, graphics, still images and moving pictures into an interactive delivery for multimedia applications; Design and development of multimedia products, namely, DVD menu design for others; conversion of data or documents from physical to electronic media; Authoring services for DVDs, HD DVDs, and optical and magneto-optical discs,” in Class 42.

Applicant submits that the amended recitation addresses the sole issue raised by the Examining Attorney in the Priority Action. Accordingly, Applicant respectfully requests that the Examining Attorney approve this application for registration.

### CONCLUSION

Based on the above, Applicant has addressed the Examining Attorney’s objections and respectfully requests that the Examining Attorney approve this application for registration. Please charge any fees to Deposit Account No. 50-2638.

Respectfully submitted,

GREENBERG TRAUERIG, LLP



Date: May 15, 2009

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