IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK: ANNA

APPLICANT: WENNA GmbH

SERIAL NO.: 79/126,551

EXAMINING ATTORNEY: Ingrid C. Eulin, Law Office 111

RESPONSE TO OFFICE ACTION OF MAY 22, 2014

The applied-for trademark, ANNA, is rejected as likely to be confused with U.S. Registration No. 4,511,081 for ANNA'S JEWL'S. The Office Action argues that the two marks are confusingly similar because they contain similar terms or phrases and create a similar overall commercial impression.

This Office Action ignores the context in which both Applicant's trademark and the cited registration appear. The context is the field of registered "ANN" and "ANNA" marks for jewelry (class 14) including the following:

Trademark	**Reg. No. or Ser. No.**
ANN	Reg. No. 3, 848,118
ANNA SUI	Reg. No. 2,267,282
ANNA MOLINARI	Reg. No. 1,621,908
ANNA ROSA	Reg. No. 3,469,515
ANNA HU	Reg. No. 3,556,362
ANNA TORFS	Reg. No. 3, 583,594
ANNA VALENTINE	Reg. No. 3, 742,587
ANNA BLOOM	Reg. No. 4, 148,190
ANNA & AVA	Reg. No. 3, 235,224
ANNA BECK	Reg. No. 3, 291,821
LUCY ANN	Reg. No. 2,084,418
ANN GREGORY FINE JEWELRY	Reg. No. 2,316,537
ANN TAYLOR	Reg. No. 1,72,601

Trademark	Reg. No. or Ser. No.
ANN FRANCES	Reg. No. 3,651,522
ANN CHRISTINE	Reg. No. 3, 734,427
RESPONSIBLY ANN	Ser. No. 86-128449

These (and other) registrations establish that the terms ANN and ANNA are commonly used in connection with jewelry and therefore should be accorded only a very narrow range of protection by the Office. In this context, Applicant's trademark "ANNA" creates a different commercial impression than "ANNA'S JEWL'S" because the two trademarks look distinctly different, have different meanings (ANNA is not possessive and makes no reference to jewels or jewelry), and are pronounced substantially differently, and therefore are not likely to lead to consumer confusion.

It is requested that this application be allowed and passed to issue. However, if it is determined that this response does not fully satisfy all requirements, Applicant's undersigned attorney respectfully requests that the Examining Attorney telephone him to resolve any remaining issues.

Respectfully submitted,

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Case: WEN002USA

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