

SUNSTONE (SN 85/904,009) – office action response

Class 35 Specimen

The Trademark Office has refused Applicant's Class 35 specimen, on the grounds that it does not show use of the SUNSTONE mark in connection with business consulting services. Applicant respectfully disagrees with the Trademark Office's conclusion.

Applicant submitted the following page from its website as its Class 35 specimen:

2/24/2015 Terrorism, Political Risk, Credit & Crisis Management | JLT Re

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JLT Re

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Products & Services **Terrorism, Political Risk, Credit & Crisis Management**

At JLT Re, we provide reinsurance advice and support to many of the world's leading players in these volatile and highly specialist sectors of the insurance industry and have the knowledge and skills to develop reinsurance programmes to suit each client.

We have provided a variety of solutions ranging from insurance consortium arrangements giving quasi capital support through to traditional proportional and non proportional treaty placements.

Supported by a range of proprietary and vendor models:

- Political risk
- Contract frustration
- Emerging market credit
- Whole turnover credit
- Political violence

Crisis Management

We are one of the leading reinsurance brokers for the specialist classes in Crisis Management including war and terrorism, kidnap and ransom, piracy, product contamination, product recall and contingency. The business is constantly evolving and through our in-depth knowledge, expertise and understanding, we are able to respond immediately to secure the most appropriate reinsurance protection under any market conditions.


Sunstone

By bringing together our catastrophe modelling capability and terrorism peril expertise, we have developed Sunstone - a global terrorism model.

The model allows for a range of analysis including:

- Stochastic analysis of portfolio risks
- Scenario analysis to produce deterministic output
- Accumulation analysis to identify exposure concentrations

"We bring perspective to crisis risks, helping you gain clarity and make better informed decisions."



The heading and the first highlighted paragraph of this page clearly indicate that Applicant provides consulting services in the fields of evaluating terrorism and political risks. The remainder of the page indicates the various ways in which Applicant provides those consulting services. One of those ways is the SUNSTONE "global terrorism model." The specimen clearly shows that Applicant uses this model to provide a range of business consulting services, including "stochastic analysis of portfolio risks, scenario analysis to produce deterministic output, and accumulation analysis to identify exposure concentrations," and that Applicant "brings perspective to crisis risks, helping [the customer] gain clarity and make better informed decisions." While Applicant also uses

SUNSTONE as the name of a related software product, this specimen clearly shows how Applicant uses SUNSTONE in connection with its Class 35 business consulting services.

In light of the foregoing, Applicant respectfully requests that the Trademark Office accept its Class 35 specimen, and permit this application to register.