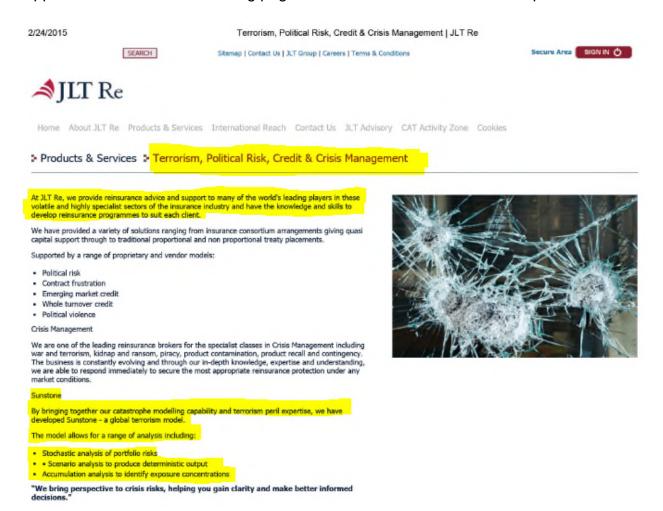
SUNSTONE (SN 85/904,009) - office action response

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:



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.