

Response to Trademark Examining Attorney's Request for Product Information

Trademark Examining Attorney's Request (1)

(1) Fact sheets, instruction manuals, brochures, advertisements and pertinent screenshots of applicant's website as it relates to the goods. Merely stating that information about the goods and/or services is available on applicant's website is insufficient to make the information of record.

If these materials are unavailable, applicant should submit similar documentation for goods and services of the same type, explaining how its own product or services will differ. If the goods feature new technology and information regarding competing goods is not available, applicant must provide a detailed factual description of the goods. Factual information about the goods must make clear how they operate, salient features, and prospective customers and channels of trade. Conclusory statements will not satisfy this requirement; and

Response to request (1):

Applicant's goods and services is in the form of a mobile phone application (i.e. iPhone app). It is currently under development, so the requested materials (Fact sheets, instruction manuals, brochures, advertisements and pertinent screenshots of applicant's website as it relates to the goods) are unavailable at this moment.

The main feature and functionality of applicant's software is for users to record a short video using their smart phones, edit it and share it with other users. It allows users to interact with the shared short videos by applying filters, stickers and masks to the videos, or post comments to

the videos. It also allows users to do live broadcast of themselves to other users.

In contrast with traditional TV viewing experience, applicant's software is for sharing user generated video contents. It creates and connects a community of users, allowing them to express themselves, and to interact with each other, through the use of filters, stickers, masks, and live broadcast of themselves.

Trademark Examining Attorney's Request (2)

(2) Applicant must respond to the following questions:

- a) Please explain the significance of the wording "TIVI" in the context of the goods.
- b) Please explain what audio, video and multimedia content is shared or featured in applicant's software and multimedia files.
- c) Are television programs or television clips shared or featured in any other way in applicant's audio, video and multimedia content?
- d) Are any or all of applicant's goods used for the purpose of viewing television programs , television clips, or any other form of television?
- e) Is television viewing a feature of applicant's goods and/or software?

Response to request (2):

a): The word "TIVI" is not derived from the word "TV". According to Wikipedia, TIVI is a village and municipality in the [Ordubad Rayon](#) of [Nakhchivan, Azerbaijan](#).

In the context of goods and services of this application, the word "TIVI" has the same pronunciation as "TV", but the two "I"s in the word signify

the “Interactive” and “Interconnected” nature of applicant’s software (as explained in Response to request (1) above). They also signify people, and a community of users.

Therefore, I believe the word “TIVI” has a unique and distinctive meaning, which is not conveyed by the word “TV”.

b): User generated short videos and audios (as apposed to regular television programs), masks, stickers, filters will be shared or featured in applicant’s software.

c): Television programs will not be shared or featured in applicant’s software.

However, users may use their phone cameras to record a short clip of what is shown on their TV screens, and share that clip with their friends through applicant’s software (for example, during Super Bowl, a user may record a particular moment on his TV screen, such as a touchdown or an interception, and share it with his friends to express his excitement). But this is a very different user experience than traditional TV viewing.

d): Applicant’s goods and services are not designed for the purpose of viewing television programs, television clips, or any other form of television.

e): Television viewing is not a feature of applicant’s goods and/or software. It is not designed as an internet TV service like Netflix or Hulu.