

I. INTRODUCTION

This is in response to the Office Action dated November 21, 2017 for BRIDGE (App. No. 87/563,787). In that Office Action, the Examining Attorney: (1) refused registration of Applicant's mark, per Trademark Act § 2(d), 15 U.S.C. § 1052(d), on the grounds that there is a likelihood of confusion with the marks HOSTBRIDGE (Reg. Nos. 2722637 and 3237210), CLOUDBRIDGE (Reg. No. 4611549), SEVEN BRIDGES (Reg. No. 4960656) and BLACKBERRY BRIDGE (Reg. No. 5070831); (2) required additional information about applicant's services; and (3) refused registration of Applicant's mark, per Trademark Act § 2(e), 15 U.S.C. § 2(e)(1), on the grounds that the applied-for mark merely describes a feature, function, and/or characteristic of applicant's services.

II. AMENDMENT TO IDENTIFICATION

Applicant hereby amends the goods description as follows (edits in bold and strikethrough): "Cloud-based software service that **provides a general compatibility layer for** ~~enables users of different~~ cloud storage **that enables the collaboration features of users'** providers to **work seamlessly with users on other providers** ~~collaborate.~~"

III. THERE IS NO LIKELIHOOD OF CONFUSION BETWEEN APPLICANT'S MARK AND THE CITED MARKS

Applicant respectfully disagrees that there is any likelihood of confusion with respect to the cited marks given the crowded field of BRIDGE-based marks for software products and services. The differences between the marks and the different nature of the goods and services on which they are used among other factors ensure that confusion is not likely to occur. However, in an effort to further distinguish Applicant's mark from the cited registrations and address the Examiner's concerns, Applicant has amended the description of services in its application. In light of these amendments, there is no possibility of confusion between Applicant's mark and the cited marks. Applicant respectfully requests that the 2(d) refusal be withdrawn and Applicant's application be approved for publication.

IV. ADDITIONAL INFORMATION ABOUT APPLICANT'S SERVICES

1. *Does or will the software feature the ability to transfer, translate, or otherwise adapt data across different platforms?*

Bridge hooks up the provider's own APIs to each other and supplies the user access tokens needed for their APIs to call each other, so the providers are now telling each other whenever an event happens on one provider that other providers should know about.

2. *What are some examples of the "different cloud storage providers" with which the software service is intended to communicate?*

Box, Dropbox, Google Drive, OneDrive, SharePoint, iCloud, S3.

3. *How will consumers use the software service to collaborate? Please describe the typical consumer experience.*

Let's say Business A wants to share a folder from their Dropbox in order to collaborate with Business B. Although sharing folders is one of the most common and popular features of cloud storage providers, this feature only works between users who are on the same provider. Without Bridge, Business A can only collaborate with Business B if they also happen to use Dropbox. Bridge is the first and only service that solves this problem, where two or more users of cloud storage want to collaborate with each other, but can't because cloud storage collaboration currently requires everyone to use the same provider. As a result, these collaborations currently happen through email providers, since email doesn't require everyone to use the same provider. A typical consumer experience is described below:

- Business A wants to share a folder from their Dropbox in order to collaborate with Business B.
- Business A signs into their Dropbox account from the Bridge website.
- Business A selects the folder they want to share from a file browser interface.
- Business A clicks the "Share Folder" button and then enters Business B's email address into a form that asks where to send the shared folder invite.

- Business B receives the shared folder invite by email.
- Business B clicks the “Join folder” button in the email, which opens the Bridge website to the “Join Shared Folder” page.
- Business B joins the shared folder by logging into their Google Drive from the “Join Shared Folder” page on the Bridge website.
- Business B now goes to the native Google Drive website and sees the shared folder they just joined.
- Business B moves a file into the shared folder.
- Business A immediately sees the file show up in the shared folder on the native Dropbox website.
- Business A edits the file and Business B immediately sees the updated file replace the original file in the shared folder on their Google Drive.
- Business A and Business B continue to seamlessly collaborate between Dropbox and Google Drive.

Other cloud storage collaboration features include, but are not limited to: search, messaging, version control, file-conflict handling, annotations, permissions management, and security.

4. Is the software service intended for use in any particular field or for any particular subset of consumer?

Bridge is intended for any business or individual that is currently using multiple cloud storage providers in order to effectively collaborate with everyone.

V. APPLICANT’S MARK DOES NOT DESCRIBE A FEATURE, FUNCTION AND/OR CHARACTERISTIC OF APPLICANT’S SERVICES

Applicant has provided additional information about its services as requested by the Examining Attorney. In light of this information, namely that the technology doesn’t “translate files from one computer platform to another,” it is clear that the mark does not describe a feature, function and/or characteristic of applicant’s services. Applicant respectfully requests that the refusal be withdrawn and Applicant’s application be approved for publication.