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## Consistency Initiative

After a complete review of the Consistency Initiative Pilot Program, the Office has determined that it would be useful to both our customers and the Office to make the Pilot a permanent program. As originally envisioned by the Office, the Consistency Initiative serves as a valuable instrument for applicants to raise concerns about the occasional instances of inconsistent practice within the Office and to promote overall high quality examination.

The guidelines for both Non-ID-Related Requests and ID-Related Requests have set appropriate bounds to address consistency concerns, and they are adopted as the guidelines for the permanent initiative. The guidelines are set forth below for reference.

#### Non-ID-Related Requests

An applicant may bring to the attention of the Office situations where, in applicant's opinion, the Office has acted inconsistently in its treatment of applicant's pending applications/recent registration(s). For Requests that address substantive or procedural issues (excluding issues involving identifications of goods and services), applicants' Requests may include registrations that have issued within five years. Applicants may submit a Request when a substantive or procedural issue has been addressed in a significantly different manner in different cases, subject to the following provisions: (1) the Request is based on co-pending applications or an application and a registration owned by the same legal entity or a successor in interest (e.g., assignee); (2) the registration(s) involved was issued less than five years prior to the date of the Request; (3) at least one of the applications in the Request is in a pre-publication status at the time of the Request; and (4) the allegedly inconsistent treatment has already occurred. Third parties are prohibited from submitting Requests in this forum, and the Office will not consider or act on such Requests.

#### **ID-Related Requests**

Turning to Requests involving identifications of goods and services, applicants may submit a Request when an identification issue(s) has been addressed in a significantly different manner in different cases (excluding applications and registrations based on the Madrid Protocol), subject to the following provisions: (1) the Request is based on co-pending applications or an application and a registration owned by the same legal entity or a successor in interest (e.g., assignee); (2) the registration(s) involved was issued less than two years prior to the date of the Request and since the latest edition of the Nice Agreement Concerning the International Classification of Goods and Services; (3) at least one of the applications in the Request is in a prepublication status at the time of the Request with a final Office action containing identification and/or classification requirements; and (4) the allegedly inconsistent treatment has already occurred. Third parties are also prohibited from submitting Requests in this forum, and the Office will not consider or act on such Requests.

As stated in the previous notices, the Consistency Initiative is in no way meant to discourage applicants from first contacting the assigned examining attorneys to address consistency issues. On the contrary, applicants are encouraged to do so because of the examining attorneys' familiarity with and knowledge of the issues raised in their Office actions. Applicants should not contact the examining attorney of any application that has already registered unless the examining attorney is also assigned to one of the co-pending applications at issue. Applicants who are unable to resolve any issue associated with consistency in co-pending applications assigned to more than one examining attorney may always contact the managing attorneys of the law offices involved.

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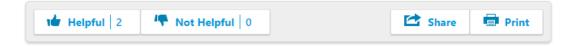
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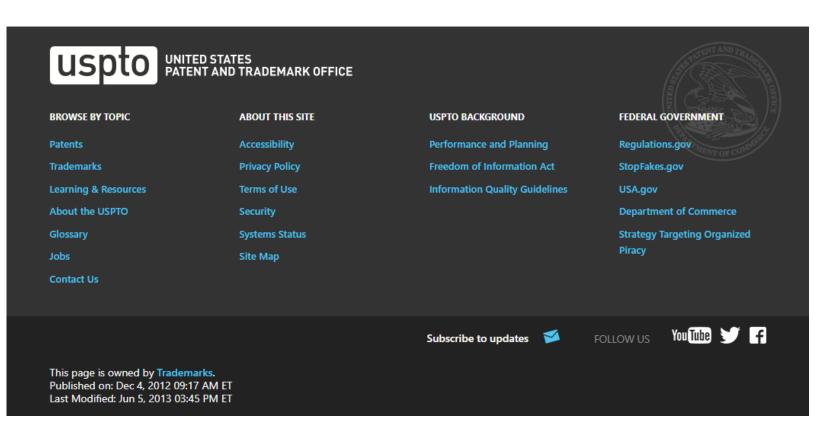
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In all Requests, applicants must briefly describe the allegedly inconsistent action, list the application(s) and/or registration(s) involved, and clearly mark at the top of the page the nature of the Request (e.g., . Request for Consistency Review of a Substantive/Procedural Issue, Request for Consistency Review of Identification). All Requests will be scanned into the USPTO's database and will be viewable by the public through Trademark Status and Document Retrieval (TSDR). Applicants may not submit additional evidence. If evidence is submitted, it will not be considered during this process.

The Office will promptly review and consider each Request. The Office will not respond directly to the Request, but action will be taken in the pending application(s) if the Office deems it appropriate. Requesters can expect that any action taken should occur within four to six weeks of the date of the Request, and requesters may monitor changes in the identified applications through TSDR. Requesters should note, however, that subsequent action taken by the Office may differ from that requested. Alternatively, the Office may determine that different handling of the cases is appropriate, and no action will be taken. Generally, no action can be taken to amend, or cancel and restore to application status any existing registrations as a result of a Request.

Applicants must send requests to <a href="mailto:TMCONSISTENCY@USPTO.GOV">TMCONSISTENCY@USPTO.GOV</a>. The filing of a Request does not provide a basis to request suspension of an application or appeal and will not stay the period for replying to an Office action, filing a notice of appeal or submitting any other filing that is due before the Office.





# EXHIBIT B

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#### Arctic Star

From Wikipedia, the free encyclopedia

The **Arctic Star** is a military campaign medal which was instituted by the United Kingdom on 19 December 2012 for award to subjects of the British Commonwealth for service in the Second World War, specifically those who served on the Arctic Convoys north of the Arctic Circle.<sup>[1]</sup>

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#### The Second World War Stars [edit]

Altogether eight campaign stars and nine clasps were initially instituted for campaign service during the Second World War. On 8 July 1943, the 1939–1945 Star and the Africa Star were the first two of these Stars to be instituted. One more campaign star, the Arctic Star, and one more clasp, the Bomber Command Clasp, were belatedly added on 26 February 2013, more than sixty-seven years after the end of the war.<sup>[2][3][4]</sup>

Only one of these campaign stars, the 1939–1945 Star, covered the full duration of the Second World War from its outbreak on 3 September 1939 to the victory over Japan on 2 September 1945.<sup>[5]</sup>

No-one could be awarded more than five (now six) campaign stars and no-one could be awarded more than one clasp to any one campaign star. Five of the nine (now ten) clasps were the equivalents of their namesake campaign stars and were awarded for the same respective campaigns as those stars, to be worn on the ribbon of that campaign star of the applicable group which had been earned first. The maximum of six possible campaign stars are the following: [2][4][6]



- The 1939–1945 Star with, if awarded, either the Battle of Britain Clasp or the Bomber Command Clasp. [5]
- Only one of the Atlantic Star, Air Crew Europe Star or France and Germany Star and, if awarded, the first to be earned
  respectively of the Air Crew Europe Clasp, France and Germany Clasp or Atlantic Clasp, to be worn on the ribbon of that one of
  these three campaign stars to have been first earned and awarded. [7][8][9]
- The Arctic Star [4][10]
- The Africa Star with, if awarded, the first to be earned of the North Africa 1942–43 Clasp, 8th Army Clasp or 1st Army Clasp. [11]
- Either the Pacific Star or Burma Star or, if awarded, either the Burma Clasp or Pacific Clasp respectively, to be worn on the ribbon
  of that one of these two campaign stars to have been first earned and awarded.<sup>[12][13]</sup>
- The Italy Star.[14]

#### Institution [edit]

The Arctic Star is a retrospective award, coming nearly seven decades after the end of the Second World War, and was announced in late 2012. It was formally approved by the Queen for award to those who served on the Arctic Convoys during the Second World War, and production began in early 2013.<sup>[4]</sup>

of that one of these two campaign stars to have been first earned and awarded.[12][13]

The Italy Star.<sup>[14]</sup>

#### Institution [edit]

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The institution of the medal, and of the Bomber Command Clasp, was the end result of a 16-year-long campaign by Commander Eddie Grenfell, Lieutenant Commander Dick Dykes and Merchant Navy veteran Jock Dempster, who stressed that service in the arctic convoys north of the Arctic Circle was entirely different from that in the Atlantic, for which the Atlantic Star had been awarded, with different aims and different conditions which had been described by Winston Churchill as "the worst journey in the world".[15][16][17]

The institution of the Arctic Star has been controversial, since it is the first British medal to be instituted and awarded using a dead monarch's cypher or effigy, who did not give permission for it to be instituted. The medal has also been criticised by other groups, who maintain that the veterans of the convoys had already been amply rewarded with medals for this campaign, and they should not have received special treatment over other veterans who have been denied similar recognition.

#### Award criteria [edit]

The medal was awarded for any length of operational service north of the Arctic Circle by members of the British Armed Forces and the Merchant Navy. The qualifying area is defined as 66° 32' North Latitude and the qualifying period recognises the particular severity of the conditions experienced by those who served in the Arctic.<sup>[1][4][18][19]</sup>

The inclusive qualifying period of service is 3 September 1939 to 8 May 1945, the duration of the Second World War in Europe. Though the Arctic Star is intended to recognise the service of personnel in the Arctic convoys of World War II, other members of the military and civilians may also qualify. Eligibility is defined as follows:[17][19]

- Royal Navy and Merchant Navy personnel must have served anywhere at sea north of the Arctic Circle. This includes, but is not
  limited exclusively to, those ships which participated in, and in support of convoys to North Russia. Fleet Air Arm personnel who
  did not qualify by sea service may qualify under the criteria applicable to Royal Air Force personnel.<sup>[17][19]</sup>
- Air crew of the Air Forces are eligible if they landed north of the Arctic Circle or served in the air over this area. Non-air crew who
  performed operational service in the area, for example ground crew or those who sailed with Catapult Aircraft Merchant Ships, are
  also eligible.<sup>[17][19]</sup>
- Army personnel who served on His Majesty's ships or in defensively equipped merchant ships qualify under the rules applying to
  the Navy or Merchant Navy. Personnel who took part in land operations north of the Arctic Circle are also eligible for award. [17][19]
- Civilian Members of the few approved categories who qualify for Campaign Stars will be eligible so long as they met any
  qualifying criteria while they served in support of military operations.<sup>[17][19]</sup>
- Foreign nationals who served in British or Dominion Forces such as, for example, the Royal Canadian Navy and Royal Australian Navy, are eligible for the Arctic Star so long as the individuals have not been recognised by a similar award from their own governments.<sup>[17][19][20]</sup>

Eligibility for the Arctic Star does not affect an individual's eligibility for any other previously awarded campaign medals, nor does it automatically entitle individuals to any further awards.<sup>[17][19]</sup>

#### Description [edit]

The set of nine campaign stars was designed by the Royal Mint engravers. The stars all have a ring suspender which passes through an eyelet formed above the uppermost point of the star. They are six–pointed stars, struck in yellow copper zinc alloy to fit into a 44 millimetres diameter circle, with a maximum width of 38 millimetres and 50 millimetres high from the bottom point of the star to the top of the eyelet.<sup>[19]</sup>

#### Obverse

The obverse has a central design of the George VI Royal Cypher "GRI VI", surmounted by a crown. A circlet, the top of which is covered by the crown, surrounds the cypher and is inscribed "THE ARCTIC STAR".[19]

#### Reverse

The reverse is plain and, as with the other Second World War campaign medals, a no-engraving policy was applied. Some recipients chose to have their medals privately engraved.<sup>[19][21]</sup>

#### Ribbon

#### Obverse

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#### Ribbon

The ribbon is 32 millimetres wide, with a 3½ millimetres wide Air Force blue band, a 6 millimetres wide Navy blue band, a 4 millimetres wide red band and a ¼ millimetre wide black pinstripe band, repeated in reverse order and separated by a 4½ millimetres wide white band. The three colours represent the forces which were involved in the campaign, light blue for the Air Forces, dark blue for the Navy and red for the Merchant Navy, while the central white band, edged in black, represents the Arctic.<sup>[1]</sup>

The design was submitted by the Ministry of Defence to the Royal Mint Advisory Committee. Their recommendation was submitted to the Queen for approval.[17]

#### Recipients [edit]

The first Arctic Stars were presented to forty World War Two veterans on 19 March 2013, in London. As many as 120,000 veterans or their next-of-kin are believed to be eligible for the Arctic Star. [16][22][23]

On 28 September 2014, Håkon Nilsen, who served as torpedo commander on HNoMS *Stord* and took part in eighteen Murmansk convoys as well as the Normandy landings, was the first and only Norwegian war veteran to be awarded the Arctic Star posthumously.<sup>[24]</sup>

#### Order of wear [edit]

Campaign medals are not listed by name in the order of wear prescribed by the British Central Chancery of the Orders of Knighthood, but are worn in order of the date of the campaign for which awarded.<sup>[25]</sup>

The order of wear of the Second World War campaign stars was determined by their respective campaign start dates and by the campaign's duration. This is the order worn, even when a recipient qualified for them in a different order. The Defence Medal and War Medal are worn after the stars.<sup>[26]</sup> The Canadian Volunteer Service Medal is worn after the Defence Medal and before the War Medal, with other Commonwealth war medals worn after the War Medal.<sup>[26]</sup>

- The 1939–1945 Star, from 3 September 1939 to 2 September 1945, the full duration of the Second World War. [5]
- The Atlantic Star from 3 September 1939 to 8 May 1945, the duration of the Battle of the Atlantic and the War in Europe.
- The Arctic Star, from 3 September 1939 to 8 May 1945, the duration of the Arctic Convoys and the War in Europe. [10]
- The Air Crew Europe Star, from 3 September 1939 to 5 June 1944, the period until D-Day minus one. [8]
- The Africa Star, from 10 June 1940 to 12 May 1943, the duration of the North African Campaign. [11]
- The Pacific Star, from 8 December 1941 to 2 September 1945, the duration of the Pacific War. [12]
- The Burma Star, from 11 December 1941 to 2 September 1945, the duration of the Burma Campaign. [13]
   The Italy Star, from 11 June 1943 to 8 May 1945, the duration of the Italian Campaign. [14]
- The France and Germany Star, from 6 June 1944 to 8 May 1945, the duration of the Northwest Europe Campaign. [9]
- The Defence Medal, from 3 September 1939 to 8 May 1945 (2 September 1945 for those serving in the Far East and the Pacific), [27] the duration of the Second World War. [28]
- The War Medal, from 3 September 1939 to 2 September 1945, the full duration of the Second World War. [29]

The Arctic Star is therefore worn as shown:[26]



- Preceded by the Atlantic Star.
- · Succeeded by the Air Crew Europe Star.

#### South Africa [edit]

Main article: South African military decorations order of wear § Order of wear

On 6 April 1952 the Union of South Africa instituted its own range of military decorations and medals. These new awards were worn before all earlier British decorations and medals awarded to South Africans, with the exception of the Victoria Cross, which still took precedence before all other awards. Second World War medals awarded to South Africans continued to be worn in the order shown above, with the Africa Service Medal worn after the War Medal [30][31] Although instituted after 1952, the Arctic Star was a

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#### South Africa [edit]

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- 31. ^ Republic of South Africa Government Gazette Vol. 477, no. 27376, Pretoria, 11 March 2005, OCLC 72827981 &

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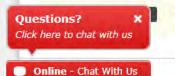
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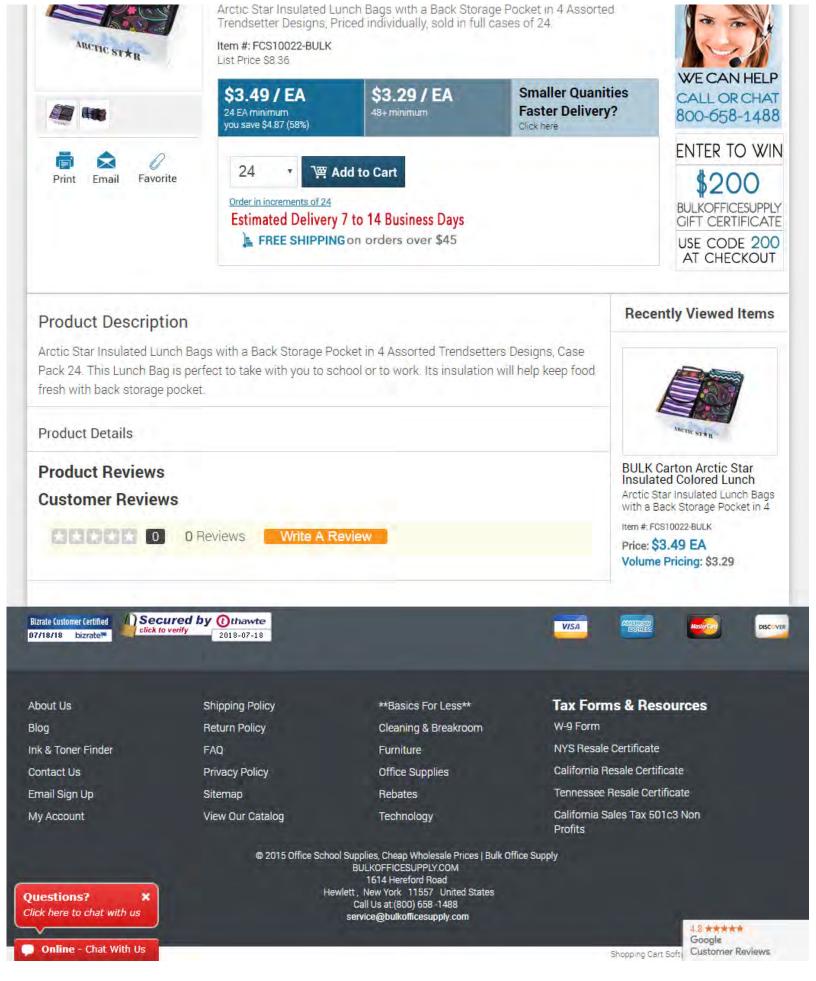
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Arctic Star Pencil Case Double Zipper Printed

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Arctic Star Pencil Case Double Zipper Printed

This pencil case has 1 large storage zipper compartment and 1 quick-view zipper compartment with mesh. It also has 3 reinforced grommet holes to fit securely into most 3 ring binders.

- Assorted Patterns
- 9" X 7"
- Polyester

This pencil case has 1 large storage zipper compartment and 1 quick-view zipper compartment with mesh, It also has 3 reinforced grommet holes to fit securely into most 3 ring binders. Assorted Patterns 9" X 7" Polyester 2010342- SKU: DLR424194

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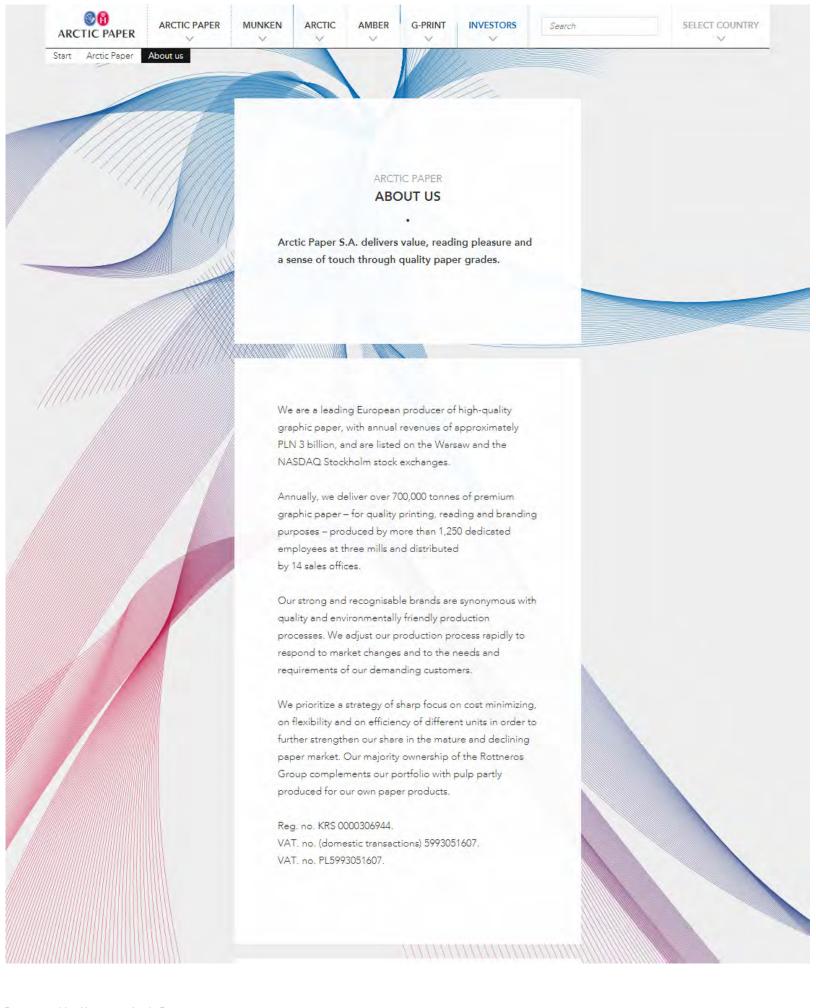
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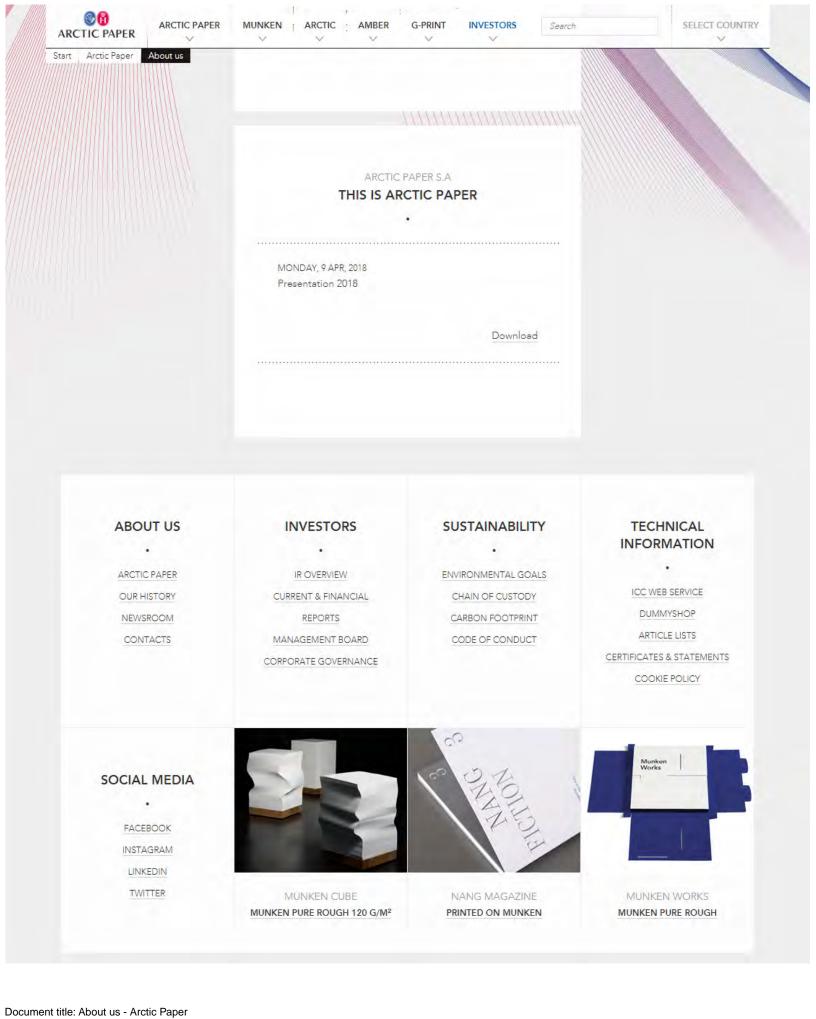
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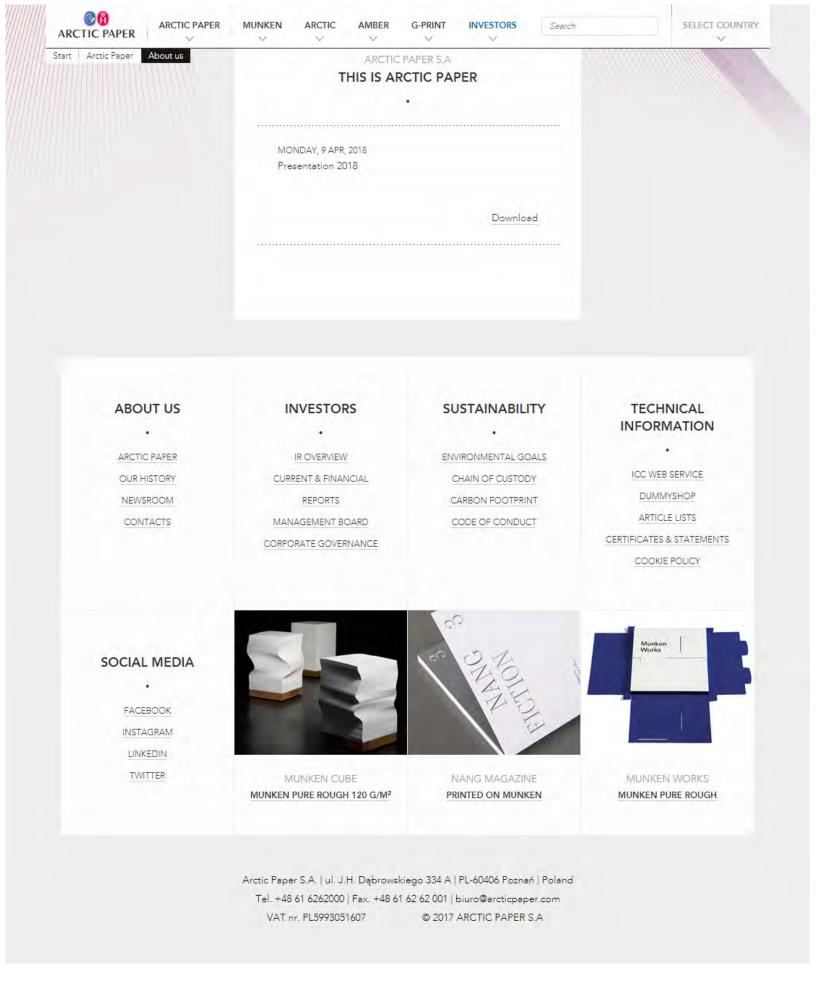
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