

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**TRADEMARK:** FAMOSA LAGER BEER and Design

**APPLICANT:** Cerveceria Centro Americana, S.A.

**SERIAL NO.:** 88/044599

**EXAMINING ATTORNEY:** Jeane Yoo, Law Office 120

**AMENDMENT**

Please delete the description of the mark in its entirety and replace with the following:

*--The mark consists of a rooster head with shield at base of neck with the stylized wording "FAMOSA LAGER BEER", over a diagonally striped field at the center of an oval with concentric oval rings. Above the rooster appears the wording "IMPORTED FROM GUATEMALA" underneath which appears the wording "TRADICION Y ORGULLO DE GUATEMALA". Under the rooster appears the wording "FAMOSA DESDE 1896". --*

Please insert the following disclaimer into the application:

*--No claim is made to the exclusive right to use "LAGER BEER", "FAMOSA DESDE 1896", and "IMPORTED FROM GUATEMALA" apart from the mark as shown.--*

Please insert the following translation of the foreign wording into the application:

*--The English translation of "FAMOSA" and "TRADICION Y ORGULLO DE GUATEMALA FAMOSA DESDE" in the mark is "FAMOUS" and "TRADITION AND PRIDE OF GUATEMALA FAMOUS SINCE". --*

Please insert the following statement into the application:

*--Applicant wishes to correct its claim of ownership to reflect that it owns U.S. Reg. No. 4698213, not U.S. Reg. 4693213.--*

Please insert the following Section 2(f) in part claim into the application:

*--The wording "FAMOSA" in the mark has become distinctive of the goods as evidenced by the ownership of active U.S. Registration No. 4000205 and 4698213 on the Principal Register for the same mark for sufficiently similar goods.--*

**RESPONSE**

Applicant submits this response to the November 9, 2018 office action. Pursuant to the recommendations of the Examining Attorney, Applicant has amended the description of the mark, inserted a disclaimer of certain portions of the mark, and provided a Section 2(f)-in-part acquired distinctiveness claim as to the FAMOSA portion of the mark. Moreover, Applicant has amended the claim of ownership of prior US trademark registrations to reflect the correct registration number, and included an English translation of certain foreign wording in the mark.

In view of the foregoing, Applicant respectfully requests that the Examining Attorney allow this application to proceed to publication.

Respectfully submitted,



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