

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

**RESPONSE TO OFFICE ACTION**

This responds to the Office Action dated December 20, 2018 for U.S. Serial No. 88114554 for the mark SPECTRUM.

**IDENTIFICATION OF GOODS AND SERVICES**

Applicant respectfully requests amendment of its description of services as follows:

Class 42: **Platform as a service (PAAS) featuring** computer software for the monitoring, detection, identification, collection, mining, classification, labeling, scoring, augmentation, enrichment, organization, editing, modification, transmission, storage, management, and sharing of data, content, and information; **Software as a service (SAAS) services featuring** computer software for predictive, near real-time, live and passive monitoring, identification, collection, mining, classification, scoring, enrichment, modification, management, analysis, promotion, suppression, and deletion of user-generated content, messages, comments, multimedia, media, and various other content on, or through, websites, online ecosystems, digital platforms, digital applications, service providers, and evolving technological ecosystems

Applicant submits that its identification of goods, as amended, makes it clear that no confusion is likely with U.S. Application Serial Nos. 87675466 and 86838675.

**RESPONSE TO 2(d) REFUSAL: NO LIKELIHOOD OF CONFUSION**

The Office cited U.S. Application Serial Nos. 87675466 and 86838675 as potential bars to the registration of Applicant's mark. As set forth above, Applicant has herein amended the identification of services to clarify the scope of its services. In light of Applicant's more definite identification of services, Applicant respectfully requests that the Examining Attorney reconsider its objection as it is clear there is no likelihood of confusion with the prior pending applications.

**CONCLUSION**

Applicant has responded to all matters in the Office Action and should the Examining Attorney have any questions with regard to this Response or to any matter relating to this

Application, in general, a telephone call to Applicant's undersigned representative at the telephone number listed below would be greatly appreciated.

Respectfully submitted,

/s/ Kathleen S. Fennessy

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