

This is a response to the Office Action issued by the Examining Attorney regarding application "iLC" (serial number 88270390) for the likelihood of confusion with the registered mark "iLC" (registration number 5227064) and "iLC" (registration number 1975637). As for the likelihood of confusion with the registered mark "iLC" (registration number 5227064), the applicant states that although the trademark applicants are different, the two marks are actually owned by different shareholders of the same company. Both parties have signed a trademark coexistence agreement. (details of which can be found in the attachment.) Meanwhile, applicant believes that there is no likelihood of consumer confusion, and respectfully request a reconsideration of registration for serial number 88270390.



(pending mark)



(registered mark)

There is no denying that both marks share the same letter "ILC", however, we hold that it is unlikely to cause any confusion among customers based on the following reasons:

First, the whole appearances and design styles are different enough for customers to recognize them easily. As is shown, the pending mark is clearly shown as "iLC" surrounded by a circle, however, the registered mark gives us an impression of "ILG" or "HC" with a lightning design connecting the three letters. Visually, we trust every one can easily notice that these two brands are different and the design style also indicates there is no relationship between them, for we know the same owner will use the same or similar design style on their logos.

Second, goods for these two brands are less related and less compared. According to our investigation, we learn that the registered mark "ILC" is a brand for lighting sensors, lighting panels and so on, which are high-tech products. On the contrary, the pending brand seeks protection for goods of lights and bulbs, which are common use in our daily life. Although both brands' products are related with lighting devices, they are in completely two different levels. The registered brand is for professional while the pending brand is for common domestic electrical appliances. In other words, the registered brand's potential customers are of professional knowledge enterprises and manufacturers, not for domestic use. Differently, the pending mark's target customers are all grown-ups and the products are more common products in supermarkets, department stores and convenience stores as well. Thus, there is no actual overlap between the markets of the Applicant and the Registrant. Due to this reason, we insist that these two brands have their own potential group of consumers who will not compare these two brands at the same time. In other words, it is less possible for anyone to confuse them.

And by browsing the website, we know that the registered mark "ILC" is an acronym from "Intelligent Lighting Control", while the pending mark "iLC" symbolizes "I LOVE CHINA". For those who have known the registered brand "ILC" (Intelligent Lighting Control) before, they are well educated and also familiar with Intelligent Lighting Control products, thus they will know that bulbs or lights with the pending brand are not from Intelligent Lighting Control even though the

brand is printed "ILC". They can easily know the different design. And most of time, when one buys lights or bulbs, we tend to search the product name not the brand name, because we hope to compare the price for different brands. But when we buy intellectual light sensor or smart light panel, we would pay more attention to the brand and its background because these smart device is more expensive and we hope to buy one of high quality. That is, we care more about the quality than the price when we buy high-tech products. As a result, we might tend to search such kind of product via a brand name plus its generic. In this way, we can quickly seek out the product we want and make a comparison efficiently. In stand of this aspect, we hold that customers will not confuse this two brand, either.

Though the pending mark and the cited registered mark shares the same letter "ILC", no one will confuse these two brands because of their different appearance and design style, less related and compared goods. In light of the foregoing, applicant respectfully requests that the Examining Attorney reconsider the pending application for publication.

Attachement:

1. The Registrant' s website: <http://www.ilc-usa.com/index.php>


The screenshot displays the ILC website homepage. At the top, the ILC logo and "Intelligent Lighting Controls" are on the left, while navigation links for "Careers", "Contact Us", "Find a Local Rep", and "MyILC" are on the right. A secondary navigation bar includes "Home", "About ILC", "Products", "Customer Support", "Resource Library", and "Related Links".

On the left sidebar, there is a "SEARCH ILC" section with a "Search by Keyword:" input field and a "Search by Category:" dropdown menu. Below this is an "ILC NEWS" section featuring a "New LightLEEDer-EVO with R20 Remote Relays" announcement, stating that the panel simplifies installation and is now available, with a "Learn More >" link.

The main content area features a large banner with the text: "Lighting control from ILC is a great way to manage energy costs and improve profits" and a "MORE INFO >" button. Below the banner is a section titled "Lighting Control is Our Business" with a paragraph explaining the benefits of ILC systems, such as saving 50% or more on energy costs and improving workplace comfort. It concludes with a "Please click on the links to find out more. Thanks for considering ILC!"

Below this is a "Latest Service and Products" section with three product highlights:

- IL-EVO Distributed Lighting Control:** Accompanied by an image of a control panel. The text states: "The LightLEEDer-EVO is a distributed lighting control panel that simplifies installation... [More](#)".
- LightLEEDer Panels and Components:** Accompanied by an image of a control panel and components. The text states: "The LightLEEDer programmable lighting control panel is the key to a powerful, dependable, flexible... [More](#)".
- New ILC-SWX Occupancy Sensors:** Accompanied by an image of a circular sensor. The text states: "The new ILC Occupancy sensor line is now available. [More](#)".


**Intelligent Lighting Controls**

[Careers](#) | [Contact Us](#) | [Find a Local Rep](#) | [MyILC](#)

---

[Home](#) | [About ILC](#) | [Products](#) | [Customer Support](#) | [Resource Library](#) | [Related Links](#)

**SEARCH ILC**

Search by Keyword:

Search by Category:

Choose Category

---


**PRODUCTS**

- ILC LightLEEDer-EVO Distributed Lighting Control Panel
- ILC LightLEEDer Lighting Control Panels and Components
- Relays
- ILC Apprentice 3 Lighting Control Panels
- Specialty, Discontinued, and Obsolete Products
- Occupancy Sensors

### ILC Products


Intelligent Lighting Controls is a privately-owned lighting control systems manufacturer, incorporated in 1990. Our products include energy saving controls and building automation lighting controls. We specialize in the design and manufacture of LEED compliant, green lighting controls. Almost all ILC hardware and software products have been developed internally and locally in Minneapolis, MN.

**ILC LightLEEDer-EVO Distributed Lighting Control Panel**




The LightLEEDer-EVO is a distributed lighting control panel that simplifies installation. This panel operates the remote R20 style relays that connect using a standard CAT-5 cable. [ILC LightLEEDer-EVO Distributed Lighting Control Panel..... More>](#)

**ILC LightLEEDer Lighting Control Panels and Components**




Intelligent Lighting Controls LEED compliant products include the ILC LightLEEDer lighting control product line. Programmable lighting control panels are versatile and range from 2 to 64 relays. [ILC LightLEEDer Lighting Control Panels and Components..... More>](#)

**Relays**




Intelligent Lighting Controls manufactures its own Reliant Relays such as the Reliant40, a durable, easy-install, superior relay. ILC also supports other contactor related products. [R40 Relays..... More>](#)

**ILC Apprentice 3 Lighting Control Panels**




The new Apprentice 3 programmable lighting control panel is an energy saving lighting controller. Available with 8, 16, or 32 relays per panel. [ILC Apprentice 3 Lighting Control Panels..... More>](#)

**Specialty, Discontinued, and Obsolete Products**



See Current Limiting Subpanels and DuraTouch self-contained programmable lighting controllers for specialty markets such as the correctional market (hospitals, single rooms) and the retrofit market. [More>](#)

**Occupancy Sensors**



ILC occupancy sensors are single or dual technology (infrared and sonic detection) sensors with many mount styles, providing full coverage of detection. [Occupancy Sensors..... More>](#)

**Our Commitment to Our Customers.**

Our technology and ongoing commitment to quality service sets ILC apart in the lighting control market. Call 1 800 922-8004 for our applications engineering department. Staff members are available to answer all your questions.

**Company Links**

- ▶ Find a Local ILC Rep
- ▶ Customer Support
- ▶ Our Main Products


**Social Links**

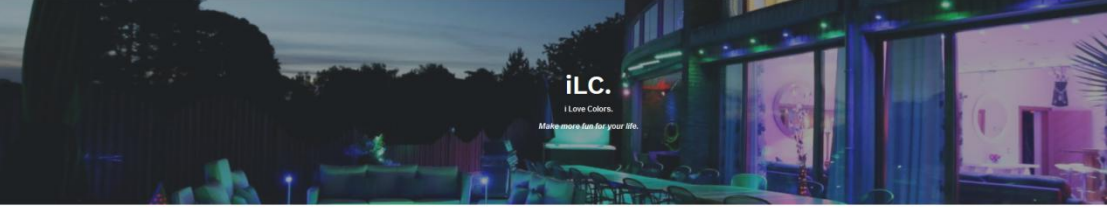
[Facebook](#)

[Twitter](#)

© Intelligent Lighting Controls, Inc. | 5229 Edina Industrial Blvd. Edina, MN 55439 | Phone: 952.829.1900 | Toll Free: 800.922.8004 | Contact Us


2. The applicant's website: [www.ilctech.com](http://www.ilctech.com)


HOME | ALL PRODUCTS | ABOUT US




**ILC.**  
I Love Colors.  
Make more fun for your life.


**OUR PRODUCTS**



ILC 822 LED Colour Changing Light Bulb with Remote Control  
R20® Base - 120 Different Color Choices - RGB Daylight and White Dimmable Coloured - Timing Function  
E27  
\$19.99



ILC LED Light Bulb Color Changing E27 Base - 12 Colors 2W Dimmable Warm White 2700K RGB LED Light Bulb with Remote Control, 20 Watt Equivalent (Pack of 3)  
E27  
\$19.99



ILC RGB LED Light Bulb, Color Changing Light Bulb Dimmable A19 10W E26 Screw Edison Base R20® - Dual Memory - 15 Color Choices - Timing Infrared Remote Control Included - 60 Watt Equivalent  
E26  
\$19.99

[VIEW ALL](#)

3.



## About us

### ABOUT US

iLC™ is dedicated to providing innovative consumer products that make everyday living easier. We study people—lefties and righties, male and female, young and old—interacting with products and we identify opportunities for meaningful improvement. Our thoughtful, “question everything” process and relentless attention to detail uncover the best solutions for life’s everyday tasks.

#### UNIVERSAL DESIGN

iLC™ was founded on the philosophy of Universal Design, which means the design of products usable by as many people as possible. Today, iLC™ offers 500+ products covering many areas of the home, all created based on this principle. The company has been recognized globally as an example of how a well-executed Universal Design philosophy not only creates products that are beneficial to end users but is also a sensible business model.

#### ENVIRONMENTAL AND SOCIAL RESPONSIBILITY

We at iLC™ believe that corporate social responsibility and economic success can go hand in hand. As such, we are committed to applying the principles of ethical sustainability in all of our daily activities.

#### HONESTY

We embrace honest communication by sticking to the facts, fulfilling our promises and admitting our failures.

#### RESPECT

We always show the utmost respect for our colleagues, the company and our competitors.

#### FRUGALITY

We use resources wisely. With effective planning, communication and optimized processes we strive to minimize costs across all areas of the business.

#### TEAMWORK