

Response to Office Action

This is in response to the Office Action issued November 26, 2018.

Geographically Descriptive

In response to the refusal based on geographical descriptiveness, Applicant agrees to the Examining Attorney's suggestion and submits that the term "PRINCETON" in the subject mark has become distinctive of the services under Section 2(f) based on Applicant's ownership of U.S. Registration No. 1498976 on the Principal Register for the same mark for sufficiently similar services. Attached is a Declaration supporting this claim.

Prior Application

The Examining Attorney has raised the issue of a potential refusal based on Application Serial No. 87904429 for "Princeton Venture Hub" (the "Cited Application"). Applicant advises that the Cited Application was assigned to Applicant effective December 27, 2018 (Assignment Reel/Frame No. 6529/0739).

Disclaimer

Applicant agrees to the requested disclaimer:

"No claim is made to the exclusive right to use ENTREPRENEURIAL HUB apart from the mark as shown."

Identification of Services

Applicant requests that the Examining Attorney amend the identification of services as follows:

- Class 35 (New): Providing incubation support, namely, marketing and clerical support for start-up ventures and a hub for entrepreneurship education
- Class 36: Providing incubation support, namely, financial and monetary support for start-up ventures and a hub for entrepreneurship education
- Class 41 (New): Providing shared working space for students, faculty, staff and alumni to encourage collaboration and the exchange of ideas for educational purposes; providing space for events, workshops, and seminars for educational purposes to alumni, students and local entrepreneurs in the fields of entrepreneurship and innovation

Specimens

Applicant submits herewith specimens showing use of the mark in commerce for Classes 35 and 36, along with a supporting Declaration. Applicant notes that the specimen originally submitted with the application is acceptable for Class 41.

Conclusion

Applicant requests that the subject mark be accepted. The Commissioner for Trademarks is hereby authorized to charge any fees in connection with this request to the undersigned attorney's Deposit Account No. 502293. Please reference our Docket No. 025762-0002-000.

Respectfully submitted,

DAVIS & GILBERT LLP

By: /Jeffrey C. Katz/
Jeffrey C. Katz
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New York, NY 10019
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Attorneys for Applicant
NYS Bar Member

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: The Trustees of Princeton University
Serial No.: 88/060721
Mark: PRINCETON ENTREPRENEURIAL HUB
Filed: August 1, 2018
Examining Attorney: **K. Margaret Le**, Law Office 114

DECLARATION

Applicant submits that the term "PRINCETON" in the subject mark has become distinctive of the services as evidenced by the ownership of active U.S. Registration No. 1498976 on the Principal Register for the same mark for sufficiently similar services.


Applicant states that the subject mark was first used by Applicant in Class 35 at least as early as May 2015, and first used in commerce at least as early as May 2015, and is now in use in such commerce.

Applicant states that the subject mark was first used by Applicant in Class 36 at least as early as May 2015, and first used in commerce at least as early as May 2015, and is now in use in such commerce.

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements and the like may jeopardize the validity of the application or document or any resulting registration, declare that the facts set forth in this declaration are true; all statements made of his/her own knowledge are true; and all statements made on information and belief are believed to be true.

The Trustees of Princeton University

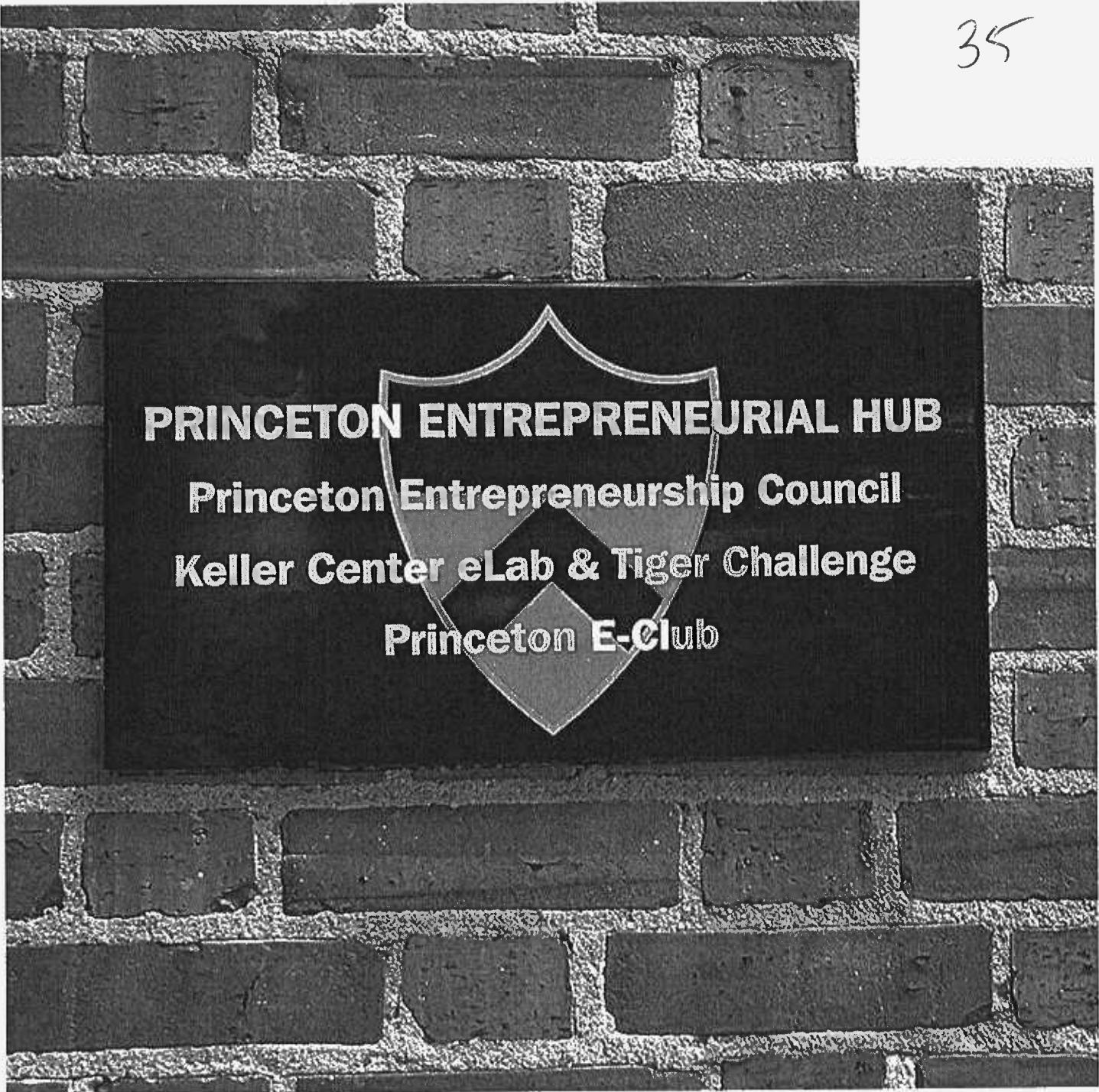
Date: May 21, 2019

By: 
[Signature]

Maureen McWhirter
[Signatory's Name]

Executive Director, University Services
[Signatory's Position]

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Princeton Entrepreneurial Hub

Contact

ACE21 Engineering Quadrangle

Princeton University

Princeton, NJ 08544

Email: kellrctr@princeton.edu (mailto:kellrctr@princeton.edu)

Social

Facebook (<https://www.facebook.com/kellercenter>)

Twitter (<https://twitter.com/kellercenter>)

YouTube (<https://www.youtube.com/user/princetonkellercente>)

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Princeton Entrepreneurial Hub

The Princeton Entrepreneurial Hub opened its doors (<https://engineering.princeton.edu/news/2015/05/27/university-opens-new-entrepreneurial-hub>) in May 2015 and serves as a hub for entrepreneurship education and a startup incubator with co-working space for students, faculty, staff, and alumni. Providing a home to a variety of educational events, including workshops, seminars, and visits by University alumni and mentors, the Princeton Entrepreneurial Hub features event conference rooms, co-working space, and private offices.

The Princeton Entrepreneurial Hub (also familiarly referred to as the "Hub" and "eHub") was designed to encourage the exchange of ideas. Collaborations and connections among University faculty, students, and alumni are important to the University's commitment to serve the common good. The Hub's doors are also open to local community members and alumni who may be interested in attending public lectures and events.

The Keller Center's eLab (<https://kellercenter.princeton.edu/create/elab-summer-accelerator/overview/>) and Tiger Challenge (<https://tigerchallenge.princeton.edu/>) programs are based in the Princeton Entrepreneurial Hub. Through these programs, participants get funding to further develop their ideas and gain access to a physical workspace in the Hub. Furthermore, these interdisciplinary programs aim to provide Princeton's young, aspiring entrepreneurs, innovators, and design thinkers with a broad range of valuable resources, including mentorship, advising, and training. Students are invited to the Hub to attend workshops and seminars where invited guest speakers cover topics such as financial accounting for startups, introduction to legal principles, strategic planning, customer discovery,

marketing and business, design thinking, ideation, and more. Students can also sign up for office hours with industry experts in one of the Hub's conference rooms to receive personalized one-on-one coaching and advice on topics such as marketing and access to capital.

The Princeton Entrepreneurship Council (<https://entrepreneurs.princeton.edu/>), whose mission is to engage the Princeton entrepreneurial ecosystem through education, mentoring and funding, has its offices on the second floor of the building.

Watch a short video of the Princeton Entrepreneurial Hub's official ribbon-cutting ceremony (<https://www.youtube.com/watch?v=yjqFi7q9Qql>), which was held on Wednesday, November 11, 2015.

Student Access

Students interested in becoming part of the Hub community may request prox access via the Princeton Entrepreneurial Hub Access Application Form. Students must be currently enrolled and have a valid, active Princeton University ID card in order to enter the building. Please be sure to carefully read the Hub Code of Conduct (<https://kellercenter.princeton.edu/create/entrepreneurial-hub/code-of-conduct>) before submitting the form. Apply for access (<https://www.tfaforms.com/443045>).

Guidelines For Community Use of Space

Those looking to hold an event at the Princeton Entrepreneurial Hub should consider the following guidelines before contacting Hub staff:

- The event must have a clear focus on entrepreneurship or design thinking
- All space inquiries must be submitted via the online form (<https://www.tfaforms.com/444134>)
- The submission of this form does not guarantee a reservation
- Requesting parties are responsible for their own event logistics, including setup, catering, audio visual support, and cleanup
- Recurring events cannot be held at the Hub

- Review and approval of events could take up to six weeks, thus, last-minute requests are highly discouraged
- Both for-profit and not-for-profit (501c3) organizations seeking to engage with the University should note that events held at the Hub must be co-sponsored by an on-campus entity (from the early planning stages) and should be of benefit not only to the organization, but also to the Princeton University community.
- The Hub is located outside Princeton's main campus, and is not served by Princeton Facilities/Building Services, Department of Public Safety, Media Services, or OIT. It is therefore imperative that parties holding an event at the Hub contract their own services. Further, at least one member of the Princeton University co-sponsoring party must be present at the event.
SUBMIT A REQUEST FOR SPACE (<http://www.tfaforms.com/444134>)

Get Involved

If you are interested in getting involved with University programming at the **Princeton Entrepreneurial Hub** or you are a Princeton faculty member or alum interested in office space, please contact Keller Center Program Manager Stephanie Landers at ehub@princeton.edu (<mailto:ehub@princeton.edu>).

Stephanie Landers

Princeton University

34 Chambers Street

Princeton, NJ 08542

Phone: (609) 258-3979

Email: ehub@princeton.edu (<mailto:ehub@princeton.edu>)

Visitors to the Hub should note that the main entrance is located on Bank Street, just around the corner.

Transportation to the Hub

TigerTransit (<http://www.princeton.edu/transportation/ttroutes/>) D and F lines stop at Palmer Square/Nassau Street. The walk (<https://goo.gl/maps/2fmUiBkJb9S2>) from the Palmer Square stop to 34 Chambers Street is 3 minutes.

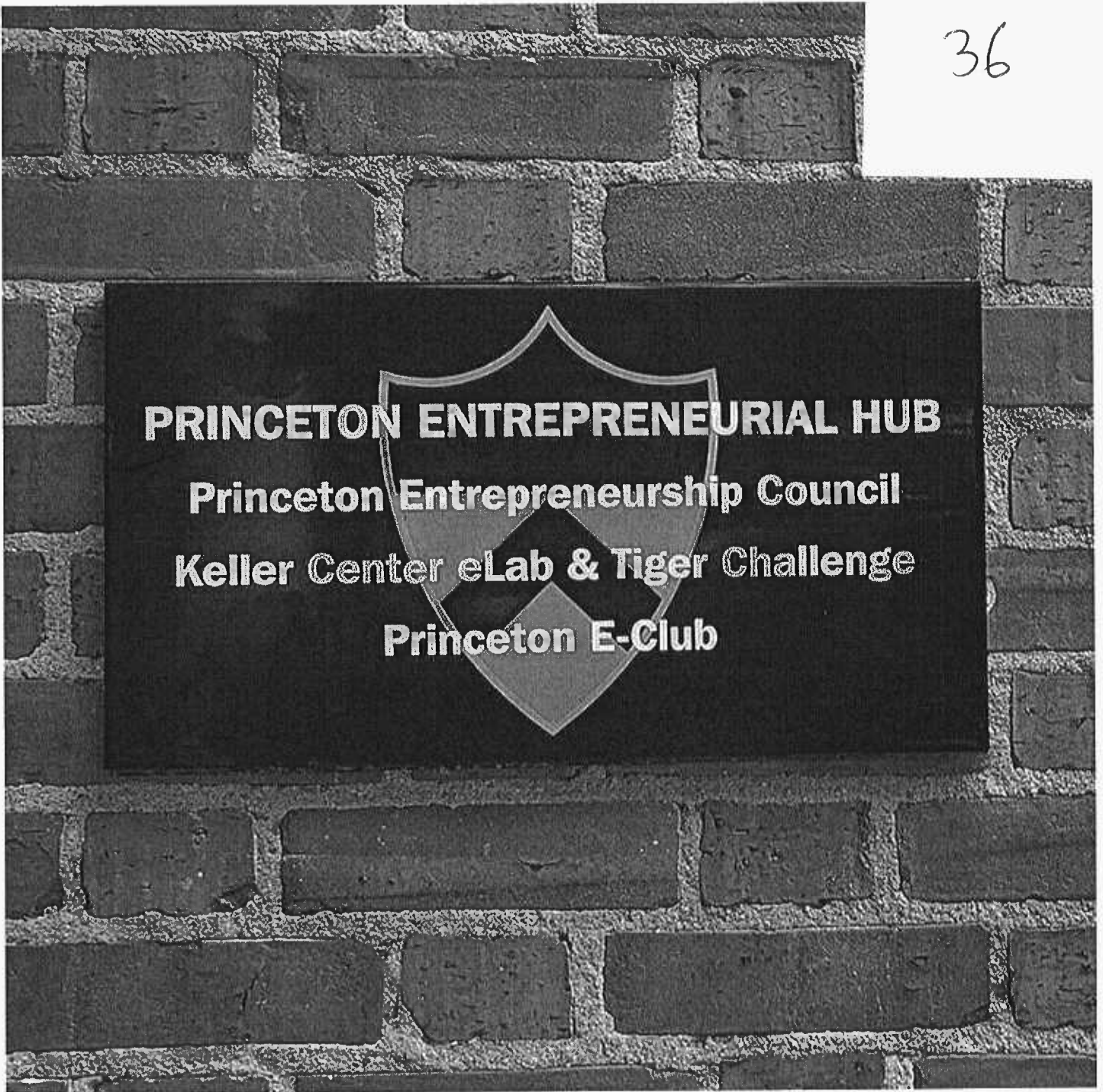
Students working at the Hub late-night may use the **On-Demand Bus Service**. The hours of operation are Sunday–Saturday, 10 pm–3 am. Call 609.258.RIDE (7433)

Be sure to bookmark this page (<http://www.princeton.edu/transportation/ttroutes/>) for up-to-date TigerTransit information as the schedule changes during University holidays.

Parking

There is no parking available at the Princeton Entrepreneurial Hub. The Chambers Street Garage, a privately-owned parking deck, is located just across the street from the Hub. For information on this and other nearby parking options in the town of Princeton, please refer to the detailed map and information found here (<https://www.princetonnj.gov/resources/downtown-parking-information-and-maps-for-princeton-princeton-university>).

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