

# ARGUMENT

The goods of the Registration No. 5423490 is “Vanity mirrors incorporating audio speakers and lights”. “Vanity mirrors incorporating audio speakers and lights” is an innovative technology product, which has practical use of daily necessities. It is a completely different industry from decorative art, and their sales channels and promotional channels are completely different. Please see the following product of the Registration No. 5423490.

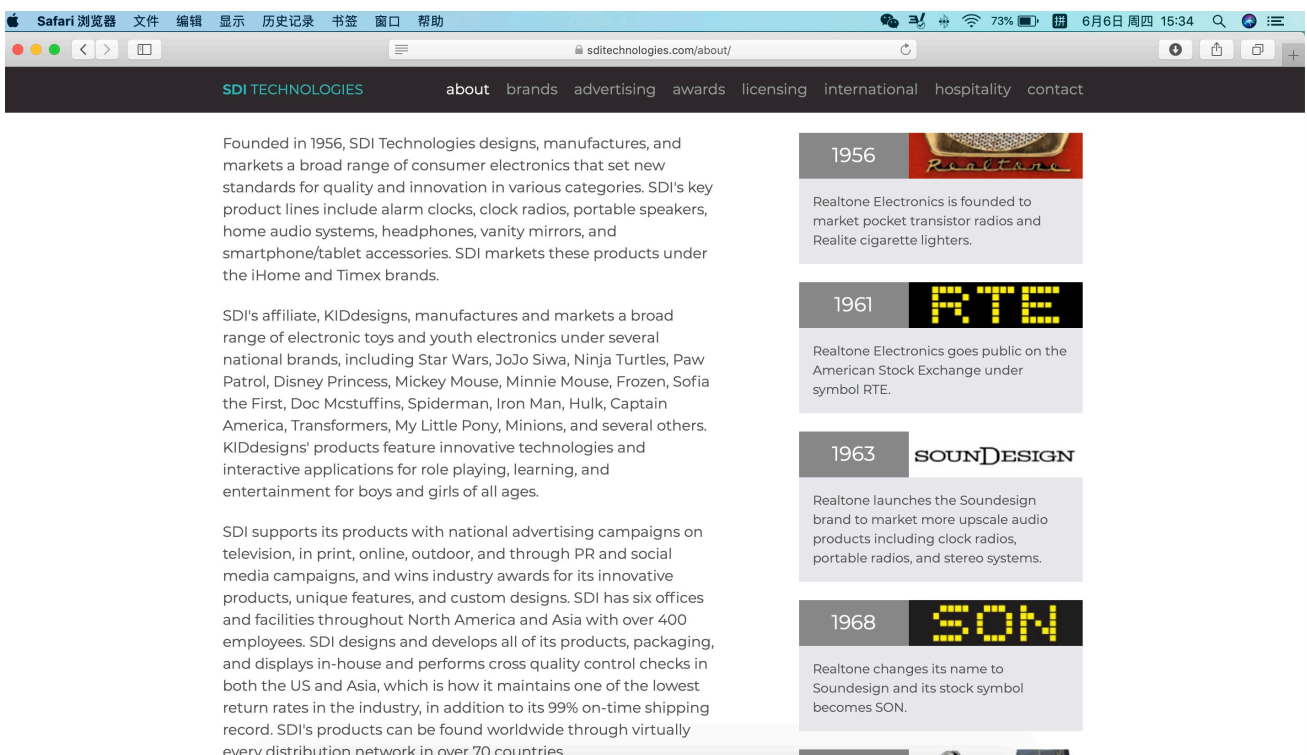
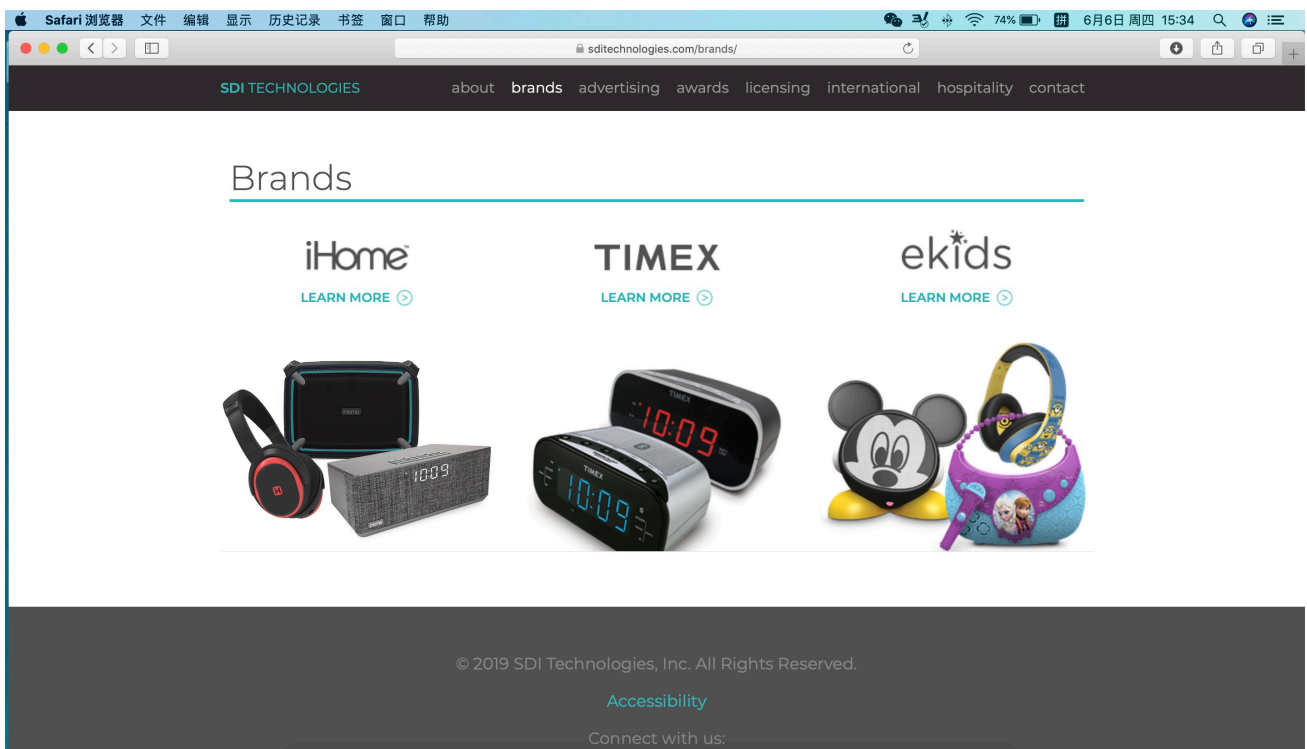


The goods of the Application No. 88102532 are “Decorative centerpieces of wood; Desktop statuary made of wood; Figurines of wood; Furniture; Furniture, mirrors, picture frames; Mirrors; Ornaments of wood; Outdoor furniture; Plaques of plastic; Residential and commercial wrought iron furniture; Statues of wood; Statuettes of wood; Wooden display stands; Works of art of wood, wax, plaster or plastic”. The goods “Furniture; Furniture, mirrors, picture frames; Mirrors; Outdoor furniture; Plaques of plastic; Residential and

commercial wrought iron furniture” have been deleted, which may be confused with the goods of the Registration No. 5423490. The retained goods belong to decorative art and will not be confused with the goods of the Registration No. 5423490.

As can be seen from the registrant's website, registrants clearly indicate that they are engaged in innovative electronic products, and there is no information indicating that they have or intend to engage in the decorative art industry. Therefore, the Application No.

88102532 should be accepted. The registrant's website screenshot is below :



## Licensing



As a result of iHome's innovative products, broad distribution and national advertising campaigns, SDI has launched an iHome Licensing program and has expanded its brand and products into computer, iPad, and iPhone accessories.

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## Hospitality

SDI, through its affiliate Hotel Technologies, sells its products to major hotel chains around the world. Several of them have featured iHome products in their print ads, airport ads, television commercials, online promos, room keys, etc. This has resulted in millions of impressions and has contributed to iHome's brand equity and high consumer recognition rate.

The products manufactured specifically for the hotel trade, include alarm clocks, clock radios, and speaker systems under the Timex and iHome brands. They contain several unique features, including Single Day Alarm, iPod Docking/Charging stations, Extra Outlets, Auto-Set Clocks, Preset Tuning Icons, etc., all of which are user-friendly and contribute to the enjoyment of the guest's stay and to making their hotel rooms feel like home.

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