

Application No.: 88146409  
Mark: HUSTLE

## REMARKS

In the Office Action of 1/17/19 the examining attorney initially refused registration on the grounds of likelihood of confusion with the mark in registration 5639306.

However, both the applicant herein and the owner of registration 5639306 believe that there would be no likelihood of confusion. Consequently they entered into a Consent and Coexistence Agreement. A copy of that agreement is filed with this response.

The reason for a lack of a likelihood of confusion is essentially that, because of the differences in the goods of the respective parties, the goods travel in different channels of trade to different customers. More detail is given in paragraph 5 of the agreement.

Therefore, reconsideration and allowance for publication are respectfully requested.

/Frank H. Foster/

Attorney for Applicant