



**POPHAM**  
LAW GROUP  
P.L.C.

12725 W. INDIAN SCHOOL RD.,  
SUITE E-101  
AVONDALE, ARIZONA 85392  
TELEPHONE: (623) 444-9791  
FACSIMILE: (623) 321-8809

ATTORNEY AT LAW  
AMY J. POPHAM  
apopham@pophamlawgroup.com

July 23, 2019

**VIA ELECTRONICALLY (TEAS)**

Commissioner For Trademarks  
U.S. Patent and Trademark Office  
Examining Attorney Daniel Donegan  
Law Office 104

RE: Response to Office Action Filing Date: January 23, 2019  
Serial No. 88150092  
Mark: *ALTAR BRAND*  
Applicant: Will & Baumer Candle Company, L.L.C.

Dear Mr. Donegan:

This letter is in response to your Office Action Letter ("Action Letter") with a mailing date of January 23, 2019.

Pursuant to this letter, and as requested by your Action Letter, the Applicant hereby responds as follows:

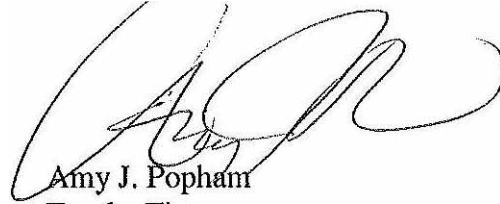
1. Merely Descriptive: Applicant respectively believes that the applied-for mark *ALTAR BRAND* is in entitled to registration because it has acquired distinctiveness and is known by its consumers as the products sold by Applicant. The applied-for mark *ALTAR BRAND* candles have been sold since 1887 and the applied-for mark was previously registered on May 7, 1907 at Registration No. 71009167 ("Prior Registration") in IC 4 for wax candles. Applicant purchased the products and entire interest in the Prior Registration on January 31, 2008 as shown on the records of the Prior Registration. The Prior Registration continued to be registered on the Principal Registrar from May 7, 1907 until January 23, 2019. Unfortunately, Applicant inadvertently failed to file the required Section 8 Affidavit. Applicant thereafter filed the current trademark application for the applied-for mark to correct its inadvertent error and re-registered the mark *ALTAR BRAND* to protect its intellectual property.

Commissioner For Trademarks  
U.S. Patent and Trademark Office  
July 23, 2019  
Page 2

If, after reviewing this response to your Action Letter, you have additional questions or comments, please contact the undersigned at (623) 444-9791.

Sincerely,

**POPHAM LAW GROUP, P.L.C.**

A handwritten signature in black ink, appearing to read 'AJP', is written over the printed name.

Amy J. Popham  
For the Firm

AJP