

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Imagination Holdings, LLC Docket No.: 68672.04000
U.S. App. No.: 88261327 Examining Attorney: Monica Reid
Filed: January 14, 2019 Law Office No.: 126
Mark: SO GOOD YOU’LL LICK International Class: 35
THE BOX.

RESPONSE TO OFFICE ACTION

Monica Reid
Examining Attorney, Law Office 126
600 Dulany Street
Alexandria, VA 22314

Dear Monica:

On September 11, 2019, an Office Action was issued refusing registration of applicant’s mark, SO GOOD YOU’LL LICK THE BOX. (“Applicant’s Mark”), for the following reason: Specimen Refusal in International Class 35. In consideration of the attached evidence and argument detailed below, it is respectfully requested that the Examining Attorney withdraw the specimen refusal in International Class 35.

Applicant’s Request to Withdraw Specimen Refusal.

While it is maintained that the previously submitted specimen illustrates Applicant’s Mark in connection with the identified retail bakery shop services in International Class 35, in the interests of compact prosecution and without waiver or estoppel of Applicant’s rights, Applicant submits the attached substitute specimens illustrating Applicant’s Mark in connection with retail bakery shop services.

Request to Update Drawing.

On July 23, 2019, Applicant requested that the proposed mark be amended to “SO GOOD YOU’LL LICK THE BOX.”. Accordingly, it is respectfully requested that the drawing be updated.

If the Examining Attorney has any questions or requires additional information, please contact the undersigned. Applicant’s counsel thanks the Examining Attorney for her assistance.