

**IN THE UNITED STATES PATENT & TRADEMARK OFFICE**

In re Application Serial No. : 88/288,964  
Regarding the mark : COEFFICIENT LITIGATION MANAGEMENT BY  
SHOOK  
Filed by : Shook, Hardy & Bacon L.L.P.

In response to the Office Action issued April 9, 2019.

**DECLARATION OF KIM RENNICK**

I, Kim Rennick, hereby solemnly and sincerely declare as follows:

1. I am over 18 years old and believe in the obligations of an oath.
2. I am currently employed by Applicant, Shook Hardy & Bacon, L.L.P. (“Applicant”), and my current title is Chief Client Development & Marketing Officer.
3. My business address is 2555 Grand Blvd., Kansas City, Missouri 64108.
4. I am voluntarily submitting this Affidavit for submission with above-referenced Application, and I am making the statements contained herein based on personal knowledge.
5. Applicant filed an intent to use application on February 4, 2019 seeking registration of the mark COEFFICIENT LITIGATION MANAGEMENT BY SHOOK for use in connection with “legal services,” as shown in Application Serial No. 88/288,964.
6. The Examining Attorney issued an Office Action in connection with the COEFFICIENT LITIGATION MANAGEMENT BY SHOOK application on April 9, 2019 requesting additional information regarding the usage of the mark and the significance of the wording in the mark.
7. The wording “COEFFICIENT LITIGATION MANAGEMENT” does not have any significance.
8. The wording “COEFFICIENT LITIGATION MANAGEMENT” does not have any significance in the applied-for mark.

9. To the best of Applicant's knowledge, the wording "COEFFICIENT LITIGATION MANAGEMENT" is not used by others in applicant's industry to refer to a feature or characteristic of legal services.

10. I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code.

11. I declare under penalty of perjury that the foregoing is true and correct and that this Affidavit was executed this 26<sup>th</sup> day of SEP, 2019 in WASHINGTON, DC.

Signed: Kimberly B. Fennick  
Name: KIMBERLY B. FENNICK