

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: RENEGADE44 MANAGEMENT, LLC
DBA Renegade Publishing

Serial No.: 88/289,470

Mark: BECOMING

Classes: 4, 14, 16, 18, 20, 21, 25, 27, 41

Office Action Date: April 18, 2019

Examining Attorney: LaShawnda Elliott (L.O. 125)

**RESPONSE TO
OFFICE ACTION**

This response ("Response") to the Office Action issued April 18, 2019 ("Office Action") regarding the application by RENEGADE44 MANAGEMENT, LLC DBA Renegade Publishing ("Applicant") for registration of the mark BECOMING ("Mark") in Class 4, 14, 16, 18, 20, 21, 25, 27, and 41 ("Application") addresses the issues raised by the Examining Attorney, namely,

- The request for clarifications regarding the description of services covered by the Application ("Services"); and
- The potential refusal of the Application under Section 2(d) in view of pending U.S. Application Serial Nos. 88160421, 87848079, 87848098, 88016051, and 88016070.

Based on the response to these issues below, Applicant respectfully requests that the Examining Attorney approve the Application for publication on the Principal Register.

I. AMENDMENTS

Applicant amends the Services in the Application as follows (added language shown underlined).

Class 41: Providing a website featuring information about Michelle Obama; Educational services, namely, providing public speaking services in the fields of civic engagement, political participation, and public policy

Applicant believes that the amendments above should be acceptable because they clarify the original identification, do not expand or add different services to the original identification, and conform substantially to the Examining Attorney's suggestions. 37 C.F.R. § 2.71(a); T.M.E.P. § 1402.06. The goods covered by the application in Classes 4, 14, 16, 18, 20, 21, 25, and 27 remain as pending without amendment.

II. DISCUSSION

The Examining Attorney has cited U.S. Application Serial Nos. 87848079, 87848098, 88016051, and 88016070, each filed by and pending in the name of RENEGADE44, LLC, as potential bases for refusing the Application under Section 2(d). By signed declaration under 37 C.F.R. §2.20, Applicant and RENEGADE44, LLC are related in ownership, and RENEGADE44, LLC is the manager of Applicant. As such, there is unity of control between the entities in connection with the marks at issue. Applicant therefore respectfully submits that any likelihood of confusion between the marks at issue is obviated, and the potential basis for refusal cited by the Examining Attorney is moot under TMEP 1201.07.

With respect to U.S. Application Serial No. 88160421 also cited by the Examining Attorney, Applicant reserves the right to address this matter later if a refusal under Section 2(d) issues.

III. CONCLUSION

Based upon the foregoing, Applicant submits that it has addressed each of the issues raised in the Office Action and respectfully requests that the Mark be allowed to proceed to publication. If there are any remaining concerns with respect to this application, please contact the Attorney of Record.