

Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	79242929
LAW OFFICE ASSIGNED	LAW OFFICE 112
MARK SECTION	
MARK	https://tmng-al.uspto.gov/resting2/api/img/79242929/large
LITERAL ELEMENT	SYNERGY PANEL
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size or color.
OWNER SECTION (current)	
NAME	Hammersmith Nominees Pty Ltd
INTERNAL ADDRESS	430 Newcastle St
STREET	WEST PERTH WA 6005
COUNTRY	Australia
OWNER SECTION (proposed)	
NAME	Hammersmith Nominees Pty Ltd
STREET	430 Newcastle St
CITY	WEST PERTH WA
ZIP/POSTAL CODE	6005
COUNTRY	Australia
LEGAL ENTITY SECTION (current)	
TYPE	APPLICANT ENTERED NO DATA
LEGAL ENTITY SECTION (proposed)	
TYPE	proprietary limited company (p/l or pty. ltd.)
STATE/COUNTRY WHERE LEGALLY ORGANIZED	Australia

ARGUMENT(S)

In the Office Action mailed November 1, 2018, registration was refused on the basis of a likelihood of confusion with Registration No. 4,936,311 and pending Application No. 87/626,793. Applicant notes that pending Application No. 87/626,793 issued into Registration No. 5,608,313 on November 13, 2018. Registration Nos. 4,936,311 and 5,608,313 (hereinafter "cited registrations") are both for the mark SYNERGY in standard characters (hereinafter "cited marks").

Registration No. 4,936,311 covers "horseshoes; metal horseshoes" and is owned by Farrier Product Distribution, Inc.

Registration No. 5,608,313 covers "saddle pads for horses" and is owned by Weaver Leather, LLC.



In this Response, Applicant has limited the goods in this application to "Goods and equipment for horse riding, namely, jump saddles." Likelihood of confusion must be judged " in connection with the goods or services identified in the application." TMEP §1207.01.

A common term between two marks does not mean there is a likelihood of confusion between the two, even when one mark contains the entirety of the other. See *Colgate-Palmolive Co. v. Carter-Wallace, Inc.*, 167 USPQ 529, 530 (CCPA 1970) ("the mere presence of the word [and opposer's mark] "peak" in the trademark PEAK PERIOD does not by reason of that fact alone create a likelihood of confusion").

"Determining whether there is a likelihood of confusion requires careful consideration of the common elements of the marks at issue, as well as the overall commercial impression created by each mark." TMEP §1207.01(b)(iii). It is of course the whole of Applicant's SYNERGYPANEL mark that must be evaluated. See *Coca-Cola Co. v. Seven-Up Co.*, 497 F.2d 1351 (CCPA 1974) ("[w]e have said, so often as not to require citation of authority, that marks must be viewed as the public sees them, i.e., in their entireties"). To break the mark into the two separate words is an impermissible dissection. See *In re Hutchinson Technology*, 7 USPQ2d 1490, 1492 (Fed. Cir. 1988) ("The board considered the mark as two separate parts, "Hutchinson" and "technology, "... the fatal flaw in the board's analysis is that the mark sought to be registered is not HUTCHINSON or TECHNOLOGY, but HUTCHINSON TECHNOLOGY.").

Considering the whole of Applicant's mark, the differences in Applicant's mark give it a different connotation and meaning, such that it creates a much different commercial impression than the cited SYNERGY marks. "Synergy" means "combined action or operation" or "a mutually advantageous conjunction or compatibility of distinct business participants or elements." See attached Exhibit 1, Merriam-Webster entry for "synergy." This nebulous general concept has become a well-known and oft repeated buzzword. See attached Exhibit 2, Wikipedia entry for "list of buzzwords" and Exhibit 3, Mashable article entitled "Synergy: The Buzzword You Can Never Escape" ("Synergy invades marketing lingo, financial discussions and management strategies alike – but does anyone really know what it means?). What do the goods in the cited registrations synergize with? The cited marks do not tell the customer. Whatever the commercial impression created by the SYNERGY marks is, it clearly differs from that of the Applicant's SYNERGYPANEL mark.

In Applicant's SYNERGYPANEL mark, "synergy" modifies the noun "panel." Thus, Applicant's mark is a far more tangible concept and creates a more concrete commercial impression, which is different in meaning and connotation than those of the cited marks. These differences in connotation, meaning, and commercial impression distinguish Applicant's mark from the cited marks. See *In re Sears, Roebuck & Co.*, 2 USPQ2d 1312, 1314 (TTAB 1987) ("As a result of their different meanings when applied to the goods of applicant and registrant, the two marks create different commercial impressions, notwithstanding the fact that they are legally identical in sound and appearance.").

The Office Action states that Applicant's "identification of goods shows that the wording PANEL in the applied-for mark is merely descriptive of or generic for applicant's goods." However, these identification terms are deleted in this Response and are no longer relevant to the likelihood of confusion analysis.

The co-existence of the two cited registrations for identical SYNERGY marks already demonstrates that the cited marks are diluted, weak, and should be given a narrow scope of protection. In addition to the co-existence of the cited registrations and cited marks, live Registration No. 4,553,873 covers the mark SYNERGYFORCE in standard characters and includes "clothing for domestic pets." A copy of the TESS record for this registration is attached as Exhibit 4. This registration is additional evidence that the addition of another word can distinguish a mark from the cited marks.

" Additions or deletions to marks may be sufficient to avoid a likelihood of confusion if: (1) the marks in their entireties convey significantly different commercial impressions; or (2) the matter common to the marks is not likely to be perceived by purchasers as distinguishing source because it is merely descriptive or diluted." TMEP §1207.01(b)(iii). [emphasis added]

In this case, Applicant's mark creates a significantly different commercial impression than the cited marks and the matter common to the marks is diluted.

While the differences between Applicant's mark and the cited marks can be and are sufficient by themselves to obviate any likelihood of confusion, Applicant's goods and those of the cited registrations are also not so related as to cause a likelihood of confusion. See *Kellogg Co. v. Pack'em Enterprises, Inc.*, 21 USPQ2d 1142, 1145 (Fed. Cir. 1991) ("In the present case, the Board ruled that the dissimilarity of "the marks in their entireties" itself made it unlikely that confusion would result from the simultaneous use of the marks. We cannot say that the Board committed any legal error in so holding."). Considering the two identical marks in the cited registrations, it is clear that the cited marks are diluted such that smaller differences in the goods are capable of distinguishing another mark.

Because Applicant's mark differs in meaning, connotation, and commercial impression and because Applicant's goods are not so related to those of the cited registrations, there is no likelihood of confusion. Accordingly, Applicant respectfully requests that the refusals be withdrawn and this application approved for publication.

EVIDENCE SECTION

EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	evi 7411214226-20190319161447639025 . Exhibit 1.pdf
CONVERTED PDF FILE(S) (5 pages)	\\TICRS\EXPORT17\IMAGEOUT17\792\429\79242929\xml8\ROA0002.JPG
	\\TICRS\EXPORT17\IMAGEOUT17\792\429\79242929\xml8\ROA0003.JPG
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ORIGINAL PDF FILE	evi 7411214226-20190319161447639025 . Exhibit 2.pdf
CONVERTED PDF FILE(S) (7 pages)	\\TICRS\EXPORT17\IMAGEOUT17\792\429\79242929\xml8\ROA0007.JPG
	\\TICRS\EXPORT17\IMAGEOUT17\792\429\79242929\xml8\ROA0008.JPG
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	\\TICRS\EXPORT17\IMAGEOUT17\792\429\79242929\xml8\ROA0013.JPG
ORIGINAL PDF FILE	evi 7411214226-20190319161447639025 . Exhibit 3.pdf
CONVERTED PDF FILE(S) (5 pages)	\\TICRS\EXPORT17\IMAGEOUT17\792\429\79242929\xml8\ROA0014.JPG
	\\TICRS\EXPORT17\IMAGEOUT17\792\429\79242929\xml8\ROA0015.JPG
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	\\TICRS\EXPORT17\IMAGEOUT17\792\429\79242929\xml8\ROA0018.JPG
ORIGINAL PDF FILE	evi 7411214226-20190319161447639025 . Exhibit 4.pdf
CONVERTED PDF FILE(S) (3 pages)	\\TICRS\EXPORT17\IMAGEOUT17\792\429\79242929\xml8\ROA0019.JPG
	\\TICRS\EXPORT17\IMAGEOUT17\792\429\79242929\xml8\ROA0020.JPG
	\\TICRS\EXPORT17\IMAGEOUT17\792\429\79242929\xml8\ROA0021.JPG
DESCRIPTION OF EVIDENCE FILE	Exhibit 1, Merriam-Webster entry for "synergy"; Exhibit 2, Wikipedia entry for "list of buzzwords"; Exhibit 3, Mashable article entitled "Synergy: The Buzzword You Can Never Escape"; Exhibit 4, TESS record for registration of SYNERGYFORCE

GOODS AND/OR SERVICES SECTION (current)

INTERNATIONAL CLASS	018
DESCRIPTION	
Goods and equipment for horse riding, namely, saddles, jump saddles, saddlery, saddle supports, saddle bags, saddle cloths, saddle blocs, saddle flaps, saddle risers, saddle pads, saddle panels, bridles, halters, reins, girths, breast collars, head stalls, brow bands, stirrups, stirrup leathers, harnesses, whips, crops, boots worn by horses, all parts associated with the aforementioned goods	

GOODS AND/OR SERVICES SECTION (proposed)

INTERNATIONAL CLASS

018

TRACKED TEXT DESCRIPTION

Goods and equipment for horse riding, namely, saddles, jump saddles, saddlery, saddle supports, saddle bags, saddle cloths, saddle blocs, saddle flaps, saddle risers, saddle pads, saddle panels, bridles, halters, reins, girths, breast collars, head stalls, brow bands, stirrups, stirrup leathers, harnesses, whips, crops, boots worn by horses, all parts associated with the aforementioned goods; Goods and equipment for horse riding, namely, jump saddles

FINAL DESCRIPTION

Goods and equipment for horse riding, namely, jump saddles

NEW ATTORNEY SECTION

NAME

Josh A. Partington

FIRM NAME

Harness, Dickey & Pierce, PLC

INDIVIDUAL ATTORNEY
DOCKET/REFERENCE NUMBER

3029Y-200031

OTHER APPOINTED ATTORNEY

All other attorneys associated with Harness, Dickey & Pierce, PLC

STREET

11730 Plaza America Dr. #600

CITY

Reston

STATE

Virginia

ZIP/POSTAL CODE

20190

COUNTRY

United States

PHONE

703-668-8000

FAX

703-668-8200

EMAIL

dcdocketing@hdp.com

AUTHORIZED EMAIL COMMUNICATION

Yes

CORRESPONDENCE SECTION

ORIGINAL ADDRESS

Davies Collison Cave Pty Ltd
Level 15,
1 Nicholson Street
MELBOURNE VIC 3000
AU

NEW CORRESPONDENCE SECTION

NAME

Josh A. Partington

FIRM NAME

Harness, Dickey & Pierce, PLC

DOCKET/REFERENCE NUMBER

3029Y-200031

STREET

11730 Plaza America Dr. #600

CITY

Reston

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Virginia

ZIP/POSTAL CODE

20190

COUNTRY

United States

PHONE

703-668-8000

FAX

703-668-8200

EMAIL

dcdocketing@hdp.com

AUTHORIZED EMAIL COMMUNICATION	Yes
SIGNATURE SECTION	
RESPONSE SIGNATURE	/Josh A. Partington/
SIGNATORY'S NAME	Josh A. Partington
SIGNATORY'S POSITION	Attorney of record, Virginia Bar member
SIGNATORY'S PHONE NUMBER	703-668-8000
DATE SIGNED	03/19/2019
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Tue Mar 19 16:23:15 EDT 2019
TEAS STAMP	USPTO/ROA-XX.XX.XXX.XXX-2 0190319162315052522-79242 929-620327f7387ed191a52d1 2f1b6c6ad435c9a140576927b 152d713902670b778-N/A-N/A -20190319161447639025

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Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **79242929** SYNERGY PANEL (Standard Characters, see <https://tmng-al.uspto.gov/resting2/api/img/79242929/large>) has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

In the Office Action mailed November 1, 2018, registration was refused on the basis of a likelihood of confusion with Registration No. 4,936,311 and pending Application No. 87/626,793. Applicant notes that pending Application No. 87/626,793 issued into Registration No. 5,608,313 on November 13, 2018. Registration Nos. 4,936,311 and 5,608,313 (hereinafter "cited registrations") are both for the mark SYNERGY in standard characters (hereinafter "cited marks").

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EVIDENCE

Evidence in the nature of Exhibit 1, Merriam-Webster entry for "synergy"; Exhibit 2, Wikipedia entry for "list of buzzwords"; Exhibit 3, Mashable article entitled "Synergy: The Buzzword You Can Never Escape"; Exhibit 4, TESS record for registration of SYNERGYFORCE has been attached.

Original PDF file:

[evi 7411214226-20190319161447639025 - Exhibit 1.pdf](#)

Converted PDF file(s) (5 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

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[Evidence-5](#)

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Original PDF file:

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Converted PDF file(s) (3 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 018 for Goods and equipment for horse riding, namely, saddles, jump saddles, saddlery, saddle supports, saddle bags, saddle cloths, saddle blocs, saddle flaps, saddle risers, saddle pads, saddle panels, bridles, halters, reins, girths, breast collars, head stalls, brow bands, stirrups, stirrup leathers, harnesses, whips, crops, boots worn by horses, all parts associated with the aforementioned goods

Original Filing Basis:

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

Proposed:

Tracked Text Description: ~~Goods and equipment for horse riding, namely, saddles, jump saddles, saddlery, saddle supports, saddle bags, saddle cloths, saddle blocs, saddle flaps, saddle risers, saddle pads, saddle panels, bridles, halters, reins, girths, breast collars, head stalls, brow bands, stirrups, stirrup leathers, harnesses, whips, crops, boots worn by horses, all parts associated with the aforementioned goods;~~ [Goods and equipment for horse riding, namely, jump saddles](#)

Class 018 for Goods and equipment for horse riding, namely, jump saddles

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

APPLICANT AND/OR ENTITY INFORMATION

Applicant proposes to amend the following:

Current: Hammersmith Nominees Pty Ltd having an address of

430 Newcastle St WEST PERTH WA 6005

,
Australia

Proposed: Hammersmith Nominees Pty Ltd, proprietary limited company (p/l or pty. ltd.) legally organized under the laws of Australia, having an address of

430 Newcastle St
WEST PERTH WA, 6005

Australia

ATTORNEY ADDRESS

Applicant proposes to amend the following:

Proposed:

Josh A. Partington of Harness, Dickey & Pierce, PLC, having an address of
11730 Plaza America Dr. #600 Reston, Virginia 20190

United States

dcdocketing@hdp.com

703-668-8000

703-668-8200

The attorney docket/reference number is 3029Y-200031 .

The Other Appointed Attorney(s): All other attorneys associated with Harness, Dickey & Pierce, PLC.

CORRESPONDENCE ADDRESS CHANGE

Applicant proposes to amend the following:

Current:

Davies Collison Cave Pty Ltd

Level 15,

1 Nicholson Street

MELBOURNE VIC 3000

AU

Proposed:

Josh A. Partington of Harness, Dickey & Pierce, PLC, having an address of
11730 Plaza America Dr. #600 Reston, Virginia 20190

United States

dcdocketing@hdp.com

703-668-8000

703-668-8200

The docket/reference number is 3029Y-200031 .

SIGNATURE(S)

Response Signature

Signature: /Josh A. Partington/ Date: 03/19/2019

Signatory's Name: Josh A. Partington

Signatory's Position: Attorney of record, Virginia Bar member

Signatory's Phone Number: 703-668-8000

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

Mailing Address: Josh A. Partington

Harness, Dickey & Pierce, PLC

11730 Plaza America Dr. #600

Reston, Virginia 20190

Serial Number: 79242929

Internet Transmission Date: Tue Mar 19 16:23:15 EDT 2019

TEAS Stamp: USPTO/ROA-XX.XX.XXX.XXX-2019031916231505

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EXHIBIT 1.



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synergy

noun

syn-er-gy | \ 'si-nər-jē \
plural synergies

Definition of *synergy*

1 : **synergism** broadly : combined action or operation

2 : a mutually advantageous conjunction or compatibility of distinct business participants or elements (such as resources or efforts)

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Did You Know?

An old saying, "The whole is greater than the sum of its parts", expresses the basic meaning of *synergy*. The word is sometimes used in a purely physical sense, especially when talking about drugs; sometimes a "cocktail" of drugs may be more effective than the sum of the effectiveness of each of the separate drugs. But the word is best known in the world of business. The notion that, when the right two companies merge, they'll produce a profitable synergy seemed exciting in the 1990s, when *synergy* became a trendy buzzword (even though it's actually been around since the 17th century). The idea of synergy was one factor in what became a "merger mania;" unfortunately, business synergy often turned out to be harder to achieve than to imagine.

Examples of *synergy* in a Sentence

A *synergy* has developed among the different groups working on this project. two companies that have found *synergy*

Recent Examples on the Web

Even if their *synergy* on the field has not been perfect, Martinez has been getting close enough.— [Raf Casert, chicagotribune.com](#), "World Cup Countdown: Talent-rich Belgium seek breakthrough after major tournament letdowns," 6 June 2018
Columnist Michael Smolens wrote about a different kind of *synergy* between the two in today's paper.— [Michael Smolens, sandiegontribune.com](#), "The confluence of homelessness and hepatitis, again," 20 May 2018

These example sentences are selected automatically from various online news sources to reflect current usage of the word 'synergy.' Views expressed in the examples do not represent the opinion of Merriam-Webster or its editors. [Send us feedback](#).

[See More](#)

First Known Use of *synergy*

1632, in the meaning defined at [sense 1](#)

History and Etymology for *synergy*

New Latin *synergia*, from Greek *synergos* working together

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Time Traveler! Explore the year a word first appeared 

From the Editors at Merriam-Webster



Trending: Special Counsel: Russians...

Trending: Special Counsel: Russians Sought 'Political Synergy'

Dictionary Entries near *synergy*

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Statistics for *synergy*

Last Updated

18 Mar 2019

Look-up Popularity

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Time Traveler for *synergy*

The first known use of *synergy* was in 1632

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More Definitions for *synergy*

synergy

noun

Financial Definition of *synergy*

What It Is

Synergy is the benefit that results when two or more agents work together to achieve something either one couldn't have achieved on its own. It's the concept of the whole being greater than the sum of its parts.

How It Works

Synergy is often one of the goals of a merger or acquisition. The two firms combined may be able to achieve higher profitability than either firm could achieve on its own. Synergy can be reflected in increased revenues and/or lower expenses.

For example, a company may acquire a similar firm, allowing it to expand its product offering and, as a result, increase its sales and revenues. This could not have been accomplished had the two firms remained independent.

In management, synergies may be created between management teams, resulting in increased capacity and workflow that was not possible when the teams were working independently.

As for costs, synergies allow for the creation of economies of scale. For example, a merger can reduce multiple levels of management and duplication and spread fixed cost technologies over larger operations.

Why It Matters

Synergies may be elusive, but they are one of the most important objectives in business. To acquire synergy will result in more efficiency, more efficacy and higher profitability.

Source: Investing Answers

synergy

noun



English Language Learners Definition of *synergy*

technical : the increased effectiveness that results when two or more people or businesses work together

See the full definition for *synergy* in the English Language Learners Dictionary

synergy

noun

syn·er·gy | \ 'sin-ər-jē \

plural synergies

Medical Definition of *synergy*

: synergism

More from Merriam-Webster on *synergy*

Thesaurus: All synonyms and antonyms for *synergy*

Comments on *synergy*

What made you want to look up *synergy*? Please tell us where you read or heard it (including the quote, if possible).

EXHIBIT 2.

WIKIPEDIA

List of buzzwords

This is a list of common **buzzwords** which form part of the jargon of **corporate**, academic, government, and everyday work and social environments, as well as by writers and public speakers.

Contents

- General conversation
- Education
- Business, sales and marketing
- Science and technology
- Politics and current affairs
- Other
- See also
- References
- External links

General conversation

- Alignment^[1]
- Artisan/artisana^[2]
- At the end of the day^[1]
- Break through the clutter^[3]
- Bring to the table^[4]
- Buzzword^[5]
- Clear goal^[6]
- Disruptive innovation^[8]
- Diversity^[7]
- Empowerment^{[4][9]}
- Exit strategy^[9]
- Face time^[6]
- Generation X^[1]
- Globalization^[10]
- Going forward (instead of "in the future")^[11]
- Grow^[12] – as in "grow the business".
- Headlights – to gain visibility into
- Heavy lifting
- Holistic approach
- Impact^[12] – instead of **effect** as a noun
- Leverage^[3] – used as verb to mean magnify, multiply, augment, or increase.
- Millennial^[1]
- Mind share
- Moving forward^[13]
- Fleet Dynamiam^[14]
- New normal^[12]
- On the runway^[11]
- Organic growth^[15]
- Outside the box^{[11][12]}
- Paradigm^[16]
- Paradigm shift^{[3][17]}
- Patriarchy
- Proactive^{[12][16]}
- Push the envelope
- Reimagine
- Roadmap
- Robust
- Reach out^{[18][19]} – as in "I'll reach out to sales to get the latest figures".
- Sea change^[3]
- Sisterhood^[20]
- Spin-up^[21]
- Strategic Communication (also known as "Stratcom")
- Streamline^[3]
- Survival strategy^[11]
- Sustainability
- Synergy^{[3][12][16]}
- Unpack (as in "Let me unpack that statement.")^[22]
- Warfighter^[23]
- Wellness^[24]
- Wheelhouse (as in "That's in my wheelhouse.")^[25]
- Win-win^[1]

Education

- Accountable talk^[26]
- Higher-order thinking^[27]
- Invested in^[28]
- Run like a business^[29]
- Student engagement^{[30][31][32]}
- Common Core
- Bloom's Taxonomy
- Differentiated Instruction
- Digital Literacy
- Flipped Classroom
- Guided Reading
- Instructional Scaffolding
- Multiple Intelligences
- Project-Based Learning

Business, sales and marketing

- Analytics^[33]
- Ballpark figure^[34]
- Bandwidth^[1]
- Business-to-Business^[35] – also known as B2B.
- Business-to-Consumer^[36] – also known as B2C.
- Beat of Breed^[3]
- Best practices^[4]
- Bizmeth^[34] – portmanteau of "business method".
- Brand^[34]
- Brick-and-mortar^[17]
- Business process outsourcing^{[35][36]} – also known as BPO.
- Buzzword compliant^[37]
- Building capabilities/Capability building^[34]
- Cadence
- Client-centric^[3]
- Cloud computing^[38]
- Close the loop^[40]
- Co-opetition^[41]
- Come-to-Jesus moment^[42]
- Content marketing
- Core competency^[43]
- Creative^[44]
- Customer-centric^[3] (also customer-centric mindset)
- Downsizing^[3]
- Drill down^[45]
- Drinking the Kool-Aid^[46] – trusting in things offered by authority figures
- Early-stage^[46]
- Employer branding

List of buzzwords - Wikipedia

- **Eating your own dogfood**^{[83][84]} – use a product yourself which you sell to others.
- **Enable**^[67]
- **Entitlement**
- **Enterprise**^[34]
- **Event horizon**^[48]
- **Eyeballs**^[17]
- **-free**, as in **cholesterol-free seaweed** or **gluten-free eggs**, lacking some putatively harmful substance that it never contained in the first place.
- **Free value**^[3]
- **Fulfillment issues**^[34]
- **Generation Y**
- **Granular**^[34]
- **Herding cats**^[8]
- **Holistic (approach/integration)**^[48]
- **Home real estate usage** for an unoccupied dwelling unit
- **Hyperlocal**^[50]
- **Innovation**^[51]
- **Innovative**^[44]
- **Knowledge Process Outsourcing**^[35] – also known as KPO.
- **Leverage**^[52]
- **Logistics**^[53] – Now commonly used for shipping, and shipping companies
- **Long Tail**^[54]
- **Low Hanging Fruit**^{[38][55]}
- **Make it pop**^[3]
- **Mindshare**^[17]
- **Mission Critical**^[17]
- **Management Visibility**^[17]
- **New economy**^[17]
- **Next generation**^[34]
- **Offshoring**^[44] – also known as Offshore outsourcing, or something being offshorable.
- **Opportunities**
- **Pain point**^{[1][65][66]}
- **Paralysis by Analysis**^[57]
- **Passionate** (<https://positivewordsdictionary.com/passionate/>)^[58]
- **Productivity**
- **Profit center**
- **Quick win**
- **Return on Investment**^[5] – also known as ROI.
- **Reverse fulfillment**^[34] – processing returned products.
- **Rightshoring**^[63]
- **Seamless (Integration)**^[60]
- **Serum**
- **Share option**^[34]
- **Solution**^[1]
- **SOX**^[51] – abbreviation of **Sarbanes-Oxley**.
- **Sustainability**^[62]
- **Storytelling**
- **Startup**
- **Take Offline**^[6]
- **Talent Relationship Management**
- **Tiger team**
- **Touchpoint**^[6]
- **Value-added**^[1]
- **Visibility**^[44]
- **Water under the bridge**^[64]

Science and technology

- **4G**^[61]
- **Aggregator**^[61]
- **Agile**^[60]
- **Ajax**^{[62][61]}
- **Algorithm**^[67]
- **Benchmarking**^[66]
- **Back-end**^[34]
- **Beta**^[5]
- **Big data** – larger data sets than last month ^[64]
- **Bio-**
- **Bleeding edge**^[34]
- **Blockchain**^[70]
- **Blog**^[63] – plus various other words that incorporate "blog"
- **Bring your own Device** – use of personal equipment (usually mobile) in a work environment
- **Bricks-and-clicks**^{[34][34]}
- **Clickthrough**^[34]
- **Cloud**^{[7][17][2]}
- **Collaboration**^[73]
- **Content management**^[72]
- **Content Management System**^[65] – also known as CMS.
- **Convergence**^[74]
- **Cross-platform**^[34]
- **CSS3**
- **Cyber-physical Systems (CPS)**
- **Datatification**^[75]
- **Data mining**^[76] – any kind of data collection or analysis, even simple statistics such as taking averages on large data sets
- **Data science**^[77]
- **Deep dive**^[119]
- **Deep learning**^[78]
- **Deep web**^[79] – used interchangeably with "Dark web" even though they're not the same
- **Design pattern**^[80]
- **DevOps**^[81]
- **Digital divide**^[86]
- **Digital Remastering**^[82]
- **Digital Rights Management**^[83] – also known as DRM.
- **Digital signage**^[83]
- **Disruptive Technologies**^[84]
- **Document management**^[72]
- **Dot-bomb**^{[17][34]}
- **-Driven Development**^[85]
- **E-learning**^[86]
- **Eco-** (related to **economy** or **environment-friendly**, incorrectly called "ecological")
- **End-to-end**
- **Engine**^[87]
- **Enterprise Content Management**^[88] – also known as ECM.
- **Enterprise Service Bus**^[84] – also known as ESB.
- **Ephemeral Rogue Entity**
- **Evolution** – often use ambiguously in political or sociological arguments in reference to theories of **social Darwinism**. (e.x. "Society has evolved.")
- **Framework**^[89]
- **Front-end**
- **Folksonomy**^[90]
- **Fuzzy logic**^[91]
- **Growth Hacking**
- **HTML5**^[92]
- **IaaS**
- **Immersion**^[93]
- **(Information super)highway / Information highway**^[94]
- **Internet of Things**^[92]
- **Innovation**^[93]
- **Javascript**^{[94][95]}
- **Lambda**
- **Machine Learning**
- **Mashup**^[9]
- **Microservices**
- **Mobile**^[96]
- **Modularity**^{[97][98]}
- **Nanotechnology**^[99]
- **Netiquette**^[100]
- **Next Generation**^[99] (also "NextGen")
- **Open source**
- **PaaS**
- **Podcasting**^{[81][66]}
- **Portal**^[34]
- **Real-time**^[95]
- **Responsive Web Design**^[100]
- **Sensorization**^[101]
- **SaaS**^[91]
- **Scalability**^{[102][103]}
- **Skeuomorphic**
- **Social bookmarking**^[51]
- **Social software**^[104]
- **SDN- Software defined Networking**
- **SPA**
- **Single Pane-of-Glass**
- **Spam**^[62]
- **Strategic Ineffness**
- **Sync-up**^[17]
- **Systems Development Life-Cycle**
- **Tagging**^[62]
- **Technological Masturbation**
- **Think outside the box**^[63]
- **Transmedia**^[104]
- **UC – Unified Communications**
- **User generated content**^[105]
- **Viral**
- **Virtualization**^[64]
- **Vlogging**^[65]
- **Vortal**^[106]
- **Web 2.0**^{[99][107]}
- **Webinar**^{[34][95]}
- **Weblog**^[65]
- **Web services**^[7]
- **Wikiality**^[107]
- **Workflow**^{[72][108][109]}

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Politics and current affairs

- [Big society](#)^[110]
- [Fit for purpose](#)^[111]
- [Information society](#)^[112]
- [Political capital](#)^[113]
- [Stakeholder](#)^[114]
- [Establishment](#)^[115]

Other

- [Antifragile](#)^[116]
- [Best-in-class](#)^[117]

See also

- [Buzzword binge](#)
- [Cant \(language\)](#)
- [Shibboleth](#)
- [Stunt word](#)
- [Weasel word](#)

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External links

- *Investopedia's List of Buzz Words* (<http://www.investopedia.com/categories/buzzwords.asp>)
- *Global Language Monitor's Lists of Political, High Tech, Youthful Jargon* (<http://www.languagemonitor.com>)
- *Rhymer.net's Directory of Business Jargon and Buzzwords* (<http://www.rhymer.net/buzzwords/btza.htm>)
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EXHIBIT 3.

Synergy: The Buzzword You Can Never Escape

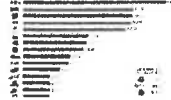
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Synergy: The Buzzword You Can Never Escape

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Synergy: The Buzzword You Can Never Escape

BY **ELISHA HARTWIG**
2013-05-16 15:32:03 UTC

Cue the eye roll

Synergy: The word everyone loves to hate, but can't help but use constantly. Synergy invades marketing lingo, financial discussions and management strategies alike — but does anyone really know what it means? Can you even say synergy these days without sounding like a total tool?

Generally, synergy refers to the cooperative interaction among groups. If you want to get more specific, synergy is the result when two or more forces interact and their combined effect is greater than the sum of their individual parts.

We're better together — that's the basic gist. Or, you will often hear that when synergy happens 1+1 no longer equals 2, instead 1+1=3. Get it?

Marketing synergy is when two or more marketing campaigns or initiatives generate a response greater than the sum the initiatives would have generated alone. Marketing synergy is effective because as humans we learn with all five of our senses — and when we activate more than one sense at a time, we tend to learn faster and retain the knowledge better. A perfect example is our ability to memorize a song easier than a poem even though they may look similar on paper.

SEE ALSO: [Is Native Advertising Just Another Term for 'Good Advertising'?](#)

Corporate synergy occurs when two companies merge to become a stronger and more efficient company than they would have been on their own. The basic idea is that the two companies may be able to achieve something greater together than they could have as individual entities — maybe one company is strong where the other is weak and vice versa.

In addition to these business uses of synergy, there is also biological synergy, drug synergy, pest synergy, toxicological synergy and the list goes on and on.

Not only is the word synergy being tossed around as a business buzzword and a biological phenomena — it appears to have a plethora of uses around the world.

Apparently everyone loves synergy!

1. Synergy Kombucha

Synergy is the name of a line of Kombucha tea drinks made by GT Dave. He started brewing and bottling the tea in 1995 when he found out that the tea's medicinal qualities helped stop the spreading of his mother's breast cancer. After

Synergy: The Buzzword You Can Never Escape

that, GT began hand-delivering the Kombucha to local stores, and now it is sold in 17 varieties across the US.

2. Synergy Aircraft



Image courtesy of Synergy Aircraft

Self-described as "a nimble 'fighter jet' with one person or a stable limousine for up to six," this aircraft uses six technologies to create a highly efficient and lightweight structure. They are aiming to redefine personal air travel by reducing travel time, and drastically decreasing the cost of private airplanes with the ability to adapt to different advanced engine technologies such as hybrid and electric.

It looks like Synergy is still developing the prototype right now, but if the company is able to make this idea come to life, it will be a true synergistic feat (See what we did there?)

3. Synergy Plastic Surgery

Synergy plastic surgery is a center in Thessaloniki, Greece, that helps patients restore their sense of equilibrium, self-confidence and peace of mind. The doctors here developed "a synergistic method between art and scientific knowledge, between accuracy and creative imagination."

We're not really sure why you'd want plastic surgery somewhere in between the realm of accuracy and creative imagination, but if you do — you're in luck!

4. Synergy Festival



Synergy: The Buzzword You Can Never Escape



Synergy is a huge festival in the South African cities Cape Town and Johannesburg featuring electronic dance artists, South African bands and comedians. They bring together all sorts of different forms of entertainment to create the ultimate synergistic experience.

What do you think of the buzzword synergy? Let us know in the comments.

Image via [iStockphoto](#), [RichVintage](#)

TOPICS: [30 DAYS OF BUZZWORDS](#), [ADVERTISING](#), [BUSINESS](#), [BUZZWORDS](#), [MARKETING](#), [SYNERGY](#)

RECOMMENDED FOR YOU



ENTERTAINMENT

'Surf Rock'
creator Dick
Dale dead at
81



TECH

How Apple
Could Make a
Foldable
iPhone



ENTERTAINMENT

Social media
causes youth
depression,
survey says



TECH

How much do
you know
about
blockchain,



ENTERTAINMENT

Jay-Z and
Beyoncé to
receive
GLAAD's

EXHIBIT 4.



Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Tue Mar 19 04:51:44 EDT 2019

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TSDR](#) [ASSIGN Status](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

S y n e r g y F o r c e

Word Mark SYNERGYFORCE

Goods and Services IC 009. US 021 023 026 036 038. G & S: Cell phone straps; structural parts for telecommunication machines and apparatus, namely, telecommunication cables, exchangers and switches; telecommunication machines and apparatus, namely, telecommunications transmitters; eyeglasses; video game programs for home video game machines; electronic circuits and CD-ROMs recorded with programs for hand-held games with liquid crystal displays; phonograph records featuring music; downloadable music files; downloadable image files featuring music artists; recorded video discs and video tapes featuring music; exposed cinematographic films; exposed slide films; slide film mounts; electronic publications, namely, magazines featuring music

IC 014. US 002 027 028 050. G & S: Precious metals; keyrings of precious metal; personal ornaments jewellery, jewelry; semi-wrought precious stones and their imitations; shoe ornaments of precious metal; clocks and watches

IC 018. US 001 002 003 022 041. G & S: Clothing for domestic pets; carry all bags; pouches of textile and leather; vanity cases, not fitted

IC 032. US 045 046 048. G & S: Carbonated soft drinks

IC 035. US 100 101 102. G & S: Advertising and publicity services; business management of shopping mall; business management analysis or business consultancy; marketing research or analysis; providing information concerning commercial sales; business management of hotels; consultancy services for promoting the sale of goods and services of others through electronic couponing, promotions and discounts; promoting the goods and services of others through the issuance and the management of point card; promoting the goods and services of others through the issuance of trading stamps; auctioneering; publicity material rental

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 79132947

Filing Date April 15, 2013

Current Basis 66A
66A

Trademark Electronic Search System (TESS)

Original Filing Basis

Published for Opposition April 8, 2014

Registration Number 4553873

International Registration Number 1167484

Registration Date June 24, 2014

Owner (REGISTRANT) Strategics Management Co., Ltd. CORPORATION JAPAN Ninomiya Bldg.5F 18-4, Sakuragaoka-chou, Shibuya-ku Tokyo 150-0031 JAPAN

Attorney of Record Jess M. Collen

Priority Date February 5, 2013

Description of Mark Color is not claimed as a feature of the mark.

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [BUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

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Subject: U.S. TRADEMARK APPLICATION NO. 79242929 - SYNERGY PANEL - 3029Y-200031
Sent: 4/2/2019 5:53:35 PM
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