

## **CITED PRIOR-PENDING APPLICATION HAS ABANDONED**

The Trademark Office has cited U.S. App. Ser. No. 87930500 (“LUCID” and design) as a potential bar to the registration of the applied for mark. However, U.S. App. Ser. No. 87930500 has abandoned. See TSDR report in **Exhibit A**. Therefore, it appears that this application is no longer a potential bar to this application.

## **DIVISIONAL REQUEST**

Registration has been refused based on a likelihood of confusion IN PART with two cited registrations. However, the refusal of registration applies only to the services in international class 35. Therefore, Applicant has divided this application so that its application for the services not subject to this refusal (i.e., international class 42) can pass to publication. Therefore, Applicant has divided this application as follows:

**PARENT APPLICATION: Class 35:** Advertising and marketing services, namely, compiling survey pools; Advertising and marketing services, namely, verifying survey responses; Advertising and marketing services, namely, managing and implementing surveys; Designing marketing surveys; Designing business surveys; Business research and surveys

**CHILD APPLICATION: Class 42:** Application service provider featuring application programming interface (API) software for linking a survey platform with online communities; Platform as a service (PAAS) featuring computer software platforms for conducting, managing, and implementing online surveys; Platform as a service (PAAS) featuring computer software platforms for providing secure financial transactions for online surveys

## **REQUEST FOR AMENDMENT OF THE RECITATION OF SERVICES IN INTERNATIONAL CLASS 35**

The Trademark Office has issued a requirement for an amendment of the recitation of services in international class 35. However, the suggested amendment mirrors the recitation in co-pending App. Serial No. 88/385911 (LUCID), but the recitation in this application (i.e., for the mark LUCID MARKETPLACE) is not identical to the one in App. Serial No. 88/385911

(LUCID). Nevertheless, the language in this application appears to be definite and thus, Applicant believes that an amendment of the recitation of services in class 35 is not required.

**APPLICANT'S LUCID MARKETPLACE MARK IS NOT LIKELY TO CAUSE CONFUSION WITH THE CITED REFERENCES**

The Trademark Office has refused registration of the applied-for LUCID MARKETPLACE mark for the services in international classes 35 ONLY based on a finding that this mark is likely to be confused with the following registered marks:

Mark/Name	Status/Key Dates	Full Goods/Services	Owner	Reg. No.
<b>LUCID BRANDS</b>	The registration has been renewed. Dec. 14, 2015  Registered: Oct. 17, 2006	(Int'l Class:35) Advertising and marketing; Advertising services, namely, creating corporate and brand identity for others; Advertising services, namely, creating corporate logos for others; Advertising, marketing and promotion services; Advice in the field of business management and marketing; Arranging and conducting marketing promotional events for others; Business consultation and management regarding marketing activities and launching of new products; Business marketing consulting services; Business marketing services; Conducting business and market research surveys; Conducting marketing studies; Creation of marketing tools designed to increase a client company's knowledge of customer needs, and its competitors' products and services, pricing, advertising strategy and sales strategy; Development of marketing	Lucid Brands, LLC 219 Cedar Lane Ossining, NEW YORK UNITED STATES 10562	RN: 3157813

		strategies and concepts; Information or enquiries on business and marketing; Market research consultation; Market research services; Market segmentation consultation; Market study and analysis of market studies		
<b>LUCID METHOD</b>	Registered: Feb. 11, 2014	(Int'l Class: 35) Development of market strategies, concepts and tactics, namely, audience development, brand awareness, online community building and digital word of mouth communications with emphasis on clarity, consistency, and credibility	Beale Communications, LLC 365 Canal Street, Suite 700 New Orleans, LOUISIANA UNITED STATES 70130	RN: 4479869

Taking into account the relevant *DuPont* factors, a likelihood of confusion determination in this case involves a two-part analysis. First, the marks are compared for similarities in appearance, sound, connotation and commercial impression. *In re E. I. DuPont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973). Second, the goods or services are compared to determine whether they are similar or related or whether the activities surrounding their marketing are such that confusion as to origin is likely. *In re National Novice Hockey League, Inc.*, 222 USPQ 638 (TTAB 1984); *In re August Storck KG*, 218 USPQ 823 (TTAB 1983); *In re Int'l Tel. and Tel. Corp.*, 197 USPQ 910 (TTAB 1978); *Guardian Prods. Co., v. Scott Paper Co.*, 200 USPQ 738 (TTAB 1978); TMEP §§1207.01 *et seq.*

**I. The Cited Marks Are NOT Strong and Are Entitled to Only a Narrow Scope of Protection**

In evaluating a likelihood of confusion between marks, a relevant factor to consider is the strength of the cited mark. *In re E.I. DuPont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (CCPA 1973). Generally, the strength of a mark depends on two factors: (1) Distinctiveness of

the mark; and (2) the extent to which the mark is recognized by the relevant consuming class.

*Aveda Corp. v. Evita Marketing, Inc.*, 706 F.Supp. 1419, 1428 (D. Minn. 1989). The strength of the mark is generally determined by whether an owner’s use has been exclusive. *Clamp Mfg. Co. v. Enco Mfg. Co.*, 870 F.2d 512, 517 (9th Cir. 1989).


Whether a mark is classified as “strong” or “weak” is a very important element in deciding likelihood of confusion. *Independent Grocers' Alliance Distributing Co. v. Potter-McCune Co.*, 404 F.2d 622, 160 U.S.P.Q. 46 (C.C.P.A. 1968); *Time, Inc. v. T.I.M.E., Inc.*, 123 F. Supp. 446, 102 U.S.P.Q. 275 (D. Cal. 1954). If the common element of conflicting marks is a word that is “weak” then this reduces the likelihood of confusion. A portion of a mark may be “weak” in the sense that such portion is descriptive, highly suggestive, or is in common use by many other sellers in the market. *McCarthy on Trademarks and Unfair Competition* § 23:48 (4th ed.). For example, no likelihood of confusion was found between plaintiff’s DULUTH NEWS–TRIBUNE newspaper and defendant's SATURDAY DAILY NEWS & TRIBUNE newspaper, the court noting that the combination of the “common words” “news” and “tribune” was “relatively weak.” *Duluth News-Tribune v. Mesabi Publ. Co.*, 84 F.3d 1093, 38 U.S.P.Q.2d 1937 (8th Cir. 1996).

Here, the term LUCID is used and registered by a number of unrelated third parties in the advertising and business consulting space, as demonstrated by the amount of third party registrations comprised of this term, including the following:

Mark/Name	Status/Key Dates	Full Goods/Services	Owner Information	App. No./Reg. No.
<b>LUCID METHOD</b>	Registered February 11, 2014 Int'l Class: 35 First Use: September 1, 2009	(Int'l Class: 35) development of market strategies, concepts and tactics, namely, audience development, brand awareness, online community building and digital	Beale Communications, LLC (Washington Limited Liability	RN: 4479869 SN: 85797345

Mark/Name	Status/Key Dates	Full Goods/Services	Owner Information	App. No./Reg. No.
	Filed: December 7, 2012	word of mouth communications with emphasis on clarity, consistency, and credibility	Company) 1920 5th Place Kirkland Washington 98033	
<b>LUCID BRANDS</b>	Renewed October 17, 2016 Int'l Class: 35 First Use: May 26, 2005 Filed: October 27, 2005 Registered: October 17, 2006	(Int'l Class: 35) advertising and marketing; advertising services, namely, creating corporate and brand identity for others; advertising services, namely, creating corporate logos for others; advertising, marketing and promotion services; advice in the field of business management and marketing; arranging and conducting marketing promotional events for others; business consultation and management regarding marketing activities and launching of new products; business marketing consulting services; business marketing services; conducting business and market research surveys; conducting marketing studies; creation of marketing tools designed to increase a client company's knowledge of customer needs, and its competitors' products and services, pricing, advertising strategy and sales strategy; development of marketing strategies and concepts; information or enquiries on business and marketing; market research consultation; market research services; market segmentation consultation; market study and analysis of market studies	Lucid Brands, LLC, Scott Lerman--Usa Susan Keiser--Usa (New York LTD. Partnership) 219 Cedar Lane Ossining New York 10562	RN: 3157813 SN: 78741931

Mark/Name	Status/Key Dates	Full Goods/Services	Owner Information	App. No./Reg. No.
<b>LUCID DREAM</b>	Registered July 31, 2018 Int'l Class: 35,41,42 First Use: March 11, 2016 Filed: June 14, 2017	(Int'l Class: 35) <b>design and development of advertising and marketing materials</b> in the nature of mixed reality, virtual reality, and augmented reality experiences for others for use in trade show and convention exhibits, kiosks, and showrooms; <b>production and creation of advertising and marketing materials</b> , namely, virtual reality content, and augmented reality content for use in enterprise sales and marketing; production and creation of recruiting materials namely, virtual reality content, and augmented reality content for use in employment recruiting; <b>production and creation of advertising and marketing materials</b> , namely, omni-directional, spherical, 360-degree, 3d stereoscopic, and panoramic video content for use in enterprise sales and marketing; production and creation of recruiting materials namely, omni-directional, spherical, 360-degree, 3d stereoscopic, and panoramic video content for use in employment recruiting (Int'l Class: 41) production and creation of virtual reality content, augmented reality content for training purposes; production and creation of omni-directional, spherical, 360-degree, 3d stereoscopic, and panoramic video content for training purposes; educational services, namely, conducting classes, workshops, seminars, lectures, training, and demonstrations in the field of mixed reality, augmented reality, and virtual	VRX Studios LLC (North Carolina Limited Liability Company) Suite B007 334 Blackwell St. Durham North Carolina 27701	RN: 5527700 SN: 87488483

Mark/Name	Status/Key Dates	Full Goods/Services	Owner Information	App. No./Reg. No.
		reality technology and distribution of training material in connection therewith (Int'l Class: 42) computer programming services, namely, design and development of computer software and mobile applications in the field of mixed reality, virtual reality, and augmented reality; software development for others in the field of mixed reality, virtual reality, and augmented reality; design and development of visual displays of mixed reality, virtual reality, and augmented reality experiences for others for use in trade show and convention exhibits, kiosks, and showrooms		
<p><i>LUCID HEALTH and Design</i></p> 	Renewed October 13, 2019 Int'l Class: 35 First Use: March 2, 2009 Filed: March 24, 2009 Registered: October 13, 2009	(Int'l Class: 35) <b>advertising and marketing; advertising and marketing services</b> , namely, promoting the goods and services of others; advertising services, public relations and marketing services, namely, promoting and marketing the goods and services of others through all public communication means; <b>branding services</b> , namely, consulting, development, management and marketing of brands for businesses; business advice and analysis of markets; business consultation and management regarding marketing activities and launching of new products; business management and consulting services for the health care industry, namely, customer service, accounting services, and web-based advertising and marketing services; business marketing consulting services;	Lucid Health, Inc. (Maryland Corp.) 10114 Vista Pointe Dr. Tampa Florida 21209	RN: 3695458 SN: 77698200

Mark/Name	Status/Key Dates	Full Goods/Services	Owner Information	App. No./Reg. No.
		<p>business marketing services; business research; business research and surveys; business research consultation; business research using focus groups; conducting business and market research surveys; conducting business research and surveys; conducting marketing studies; conducting on-line business management research surveys; consultation services in the field of company, business sector and industry data and research; consumer research; creation of marketing tools designed to increase a client company's knowledge of customer needs, and its competitors' products and services, pricing, advertising strategy and sales strategy; development of marketing strategies and concepts; market analysis; market manipulation, research and analysis, whether or not via the internet; <b>market reports and studies; market research; market research and market intelligence services; market research consultation; market research services; market research studies; market segmentation consultation; market study and analysis of market studies; marketing and branding services</b>, namely, performing consumer insight and brand strategy of company logos; marketing consultation in the field of health related market research; <b>marketing consulting; marketing services, namely consumer marketing research; promotion and marketing services and related consulting;</b> promotional marketing and representation</p>		



Mark/Name	Status/Key Dates	Full Goods/Services	Owner Information	App. No./Reg. No.
		services for sales to the public sector; providing advertising, marketing and promotional services for the pharmaceutical and medical industry; providing advertising, marketing and promotional services for the pharmaceutical and medical products of others; providing business marketing information; statistical evaluations of marketing data		
<b>LUCID</b>	Registered January 29, 2019 Int'l Class: 35 First Use: June 1, 2017 Filed: May 15, 2018	(Int'l Class: 35) business consultation in the field of artificial intelligence	Healthpointe Solutions, Inc. (Delaware Corp.) Building a, Suite 150 17875 Von Karman Avenue Irvine California 92614	RN: 5665561 SN: 87921928
<b>LUCID THINKING</b>	Registered April 3, 2018 Int'l Class: 35 First Use: August 1, 2017 Filed: September 5, 2017	(Int'l Class: 35) business consulting services in the fields of business leadership development and business management	Kieser, Erik (United States Citizen) 5038 Fulton Avenue Sherman Oaks California 91423	RN: 5437764 SN: 87595920

See TESS reports in **Exhibit B**.

The dilution of the term LUCID in connection with advertising and marketing services under current market conditions suggests that consumers look to other marketplace conditions to differentiate the source of the respective services – whether it be other terms used in the mark, the retail setting, promotional materials, or the like. *See Colgate-Palmolive Co. v. Carter-Wallace, Inc.*, 432 F.2d 1400, 1402 (C.C.P.A. 1970) (the mere presence of the word ‘peak’ in the

trademark PEAK PERIOD does not by reason of that fact alone create a likelihood of confusion or deception). *See also In re Merchandising Motivation, Inc.*, 184 U.S.P.Q. 364, 1974 WL 20101 (T.T.A.B. 1974) (MMI MENSWEAR was found not to be confusingly similar to MEN'S WEAR because the term MEN'S WEAR); *Rocket Trademarks Pty Ltd. v. Phard S.p.A.*, 98 U.S.P.Q.2d 1066, 1076, 2011 WL 810221 (T.T.A.B. 2011) (no confusion was likely between senior ELEMENT and junior ZU ELEMENTS, both for apparel). As a result, consumers will not confuse the source of Applicant's services with those of the cited registrants under the current market conditions.

Moreover, Applicant further notes that the Trademark Register reflects current marketplace conditions regarding the strength of LUCID-formative marks in the advertising and marketing space. As set forth in **Exhibit C**, the following brand names also identify sources of marketing and advertising services: LUCID AGENCY, LUCID MARKETING, LUCID ADVERTISING, LUCID DIGITAL, LUCID DIGITAL MARKETING SERVICES, and LUCID CREATIVE, among others. Therefore, consumers will not confuse the source of Applicant's LUCID MARKETPLACE services with those of the cited registrants under the current market conditions.

## **II. The Cited Marks Differ in Appearance, Sound and Meaning.**

Marks must be considered in their entireties when determining whether there is a likelihood of confusion. Here, the marks at issue are LUCID MARKETPLACE versus LUCID BRANDS and LUCID METHOD (each registration is owned by an unrelated third party). In this instance, the respective marks are dissimilar in overall appearance, sound and meaning. Although the terms "MARKETPLACE," "BRANDS," and "METHOD" (in the relevant references) are disclaimed and as such, are arguably the less dominant features of the marks, disclaimers do not remove the disclaimed portion from the mark for purposes of this analysis. *In re National Data Corp.*, 753 F.2d

1056, 224 USPQ 749 (Fed. Cir. 1985). Moreover, the terms BRANDS and METHOD, added to LUCID, connotes a completely different overall commercial impression than just the term LUCID. Nevertheless, purchasers are not aware of the law governing descriptive terms, disclaimers and dominant portions of a mark and thus, they view brand names in their entirety. Consumers who encounter the respective marks in the marketplace will continue to distinguish the marks based on the overall differences in the looks, sounds and meanings of the marks.

**III. Providing Direct Human Data to Industries In the Nature of Market Research, Advertising Technology, And Business Consultancy Differs From General Advertising and Marketing Services**

Applicant offers highly specialized services in the nature of providing direct human data to industries in the nature of market research, advertising technology, and business consultancy. See **Exhibit D**. Unlike the Registrants who provide general marketing and branding services, Applicant specializes in conducting surveys so that its customers can determine campaign successes, audience analysis, ad impressions, targeting tactics and the impact their advertising efforts have in the marketplace. Therefore, the differences between the respective marks, coupled with the dissimilar nature of the services provided by the parties, indicates that consumers would simply not be confused by their respective sources.

**IV. The Relevant Class of Purchasers Are Sophisticated and Would Not Confuse the Sources of Applicant's Services With Those Offered by the Registrants**

Factors such as the sophistication of purchasers, coupled with the expense of the service and the likely care purchasers of the service would exercise, can reduce the likelihood of confusion and result in the registration of what otherwise might be similar marks. *In re Digirad Corp.*, 45 U.S.P.Q.2d 1841 (T.T.A.B. 1998). The complexity and expense related to the sale and purchase of marketing surveys also dictates that consumers acquiring such services expend a significant amount of care and sophistication when making purchasing decisions. Moreover, the

fact that marketing surveys and advertising services are typically expensive and require great care and knowledge when purchasing them requires further careful analyses by the consuming public. As such, the highly sophisticated target consumers of both the Applicant's and cited Registrants' services will be able to clearly distinguish the significant overall differences in the marks and associated services of the parties sufficient to avoid consumer confusion.

**V. Conclusion.**

In light of all of the foregoing, Applicant respectfully requests that the United States Patent and Trademark Office withdraw the § 2(d) refusal and allow Applicant's application to proceed to early publication.

# **EXHIBIT A**

Generated on: This page was generated by TSDR on 2019-12-24 12:11:58 EST

Mark: LUCID



US Serial Number: 87930500

Application Filing Date: May 21, 2018

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



DEAD/APPLICATION/Refused/Dismissed or Invalidated

This trademark application was refused, dismissed, or invalidated by the Office and this application is no longer active.

Status: Abandoned because the applicant failed to respond or filed a late response to an Office action. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Status Date: Dec. 19, 2019

Date Abandoned: Dec. 10, 2019

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## Mark Information

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Mark Literal Elements: LUCID

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of Stylized LUCID below a cloud with four semicircular parts on a solid background of black or green or red or blue or silver or gold.

Color Drawing: Yes

Color(s) Claimed: The color(s) black, white, green, red, blue, silver, gold is/are claimed as a feature of the mark.

Design Search Code(s): 01.15.06 - Fog; Clouds; Advertising, skywriting

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## Goods and Services

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**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

For: Planning and design of retail premises

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 01, 2015

Use in Commerce: Jun. 01, 2015

For: Management consulting and advisory services in the areas of corporate growth strategy, innovation and growth processes, organizational transformation, and talent management and development strategies; Management of customer appreciation programs of others; Retail apparel stores; Retail store services featuring a wide variety of consumer goods of others; Retail store services featuring convenience store items and gasoline; Branding services, namely, consulting, development, management and marketing of brands for businesses and/or individuals; Business management advice; Business management analysis; Business management and advice; Business management and consultation; Business management and enterprise organization consultancy; Business management consultancy services; Business management consultancy, also via the Internet; Business management consultation; Business management consulting; Business management for a trade company and for a service company; Business management for shops; Business management planning; Business management supervision; Business knowledge management services; Business management consulting with relation to strategy, marketing, production, personnel and retail sale matters; Business organization and

management consultancy including personnel management; Business project management services; Commercial management; Consulting services in the fields of business management, human resources, and business organizational design; Corporate event management services; Customer relationship management; Human resources management; Online retail convenience store services featuring in-store order pickup; Online retail department store services featuring in-store order pickup; Personnel management consultation; Personnel management consulting; Sales management services; Supply chain management services; Trade show management services

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jun. 01, 2015

**Use in Commerce:** Jun. 01, 2015

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Pang, Ian Christian

**DBA, AKA, Formerly:** DBA Lucid Cannabis Company

**Owner Address:** www.lucidmj.com  
4820 Yelm Hwy SE  
Lacey, WASHINGTON UNITED STATES 98503

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** WASHINGTON

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thor A. Hoyte

**Attorney Primary Email Address:** [thor@celadonlaw.com](mailto:thor@celadonlaw.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** THOR A. HOYTE  
CELADON LAW & BUSINESS GROUP  
6305 HAWKS PRAIRIE RD NE  
OLYMPIA, WASHINGTON UNITED STATES 98516

**Phone:** 253-820-9392

**Correspondent e-mail:** [thor@celadonlaw.com](mailto:thor@celadonlaw.com) [thoyte@icloud.com](mailto:thoyte@icloud.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Dec. 19, 2019	ABANDONMENT NOTICE E-MAILED - FAILURE TO RESPOND	
Dec. 19, 2019	ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE	
Jun. 07, 2019	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jun. 07, 2019	NON-FINAL ACTION E-MAILED	6325
Jun. 07, 2019	NON-FINAL ACTION WRITTEN	93652
Jun. 03, 2019	ASSIGNED TO EXAMINER	93652
Sep. 12, 2018	ASSIGNED TO EXAMINER	88577
Sep. 12, 2018	ASSIGNED TO EXAMINER	76638

May 31, 2018 NOTICE OF DESIGN SEARCH CODE E-MAILED  
May 30, 2018 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM  
May 24, 2018 NEW APPLICATION ENTERED IN TRAM

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## TM Staff and Location Information

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### TM Staff Information

**TM Attorney:** DICKSON, RACHAEL M

**Law Office Assigned:** LAW OFFICE 125

### File Location

**Current Location:** TMO LAW OFFICE 125 - EXAMINING  
ATTORNEY ASSIGNED

**Date in Location:** Dec. 19, 2019



# **EXHIBIT B**

# Lucid Method

<b>Word Mark</b>	LUCID METHOD
<b>Goods and Services</b>	IC 035. US 100 101 102. G & S: Development of market strategies, concepts and tactics, namely, audience development, brand awareness, online community building and digital word of mouth communications with emphasis on clarity, consistency, and credibility. FIRST USE: 20090901. FIRST USE IN COMMERCE: 20090901
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	<b>85797345</b>
<b>Filing Date</b>	December 7, 2012
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	November 26, 2013
<b>Registration Number</b>	4479869
<b>Registration Date</b>	February 11, 2014
<b>Owner</b>	(REGISTRANT) Beale Communications, LLC LIMITED LIABILITY COMPANY WASHINGTON 1920 5th Place Kirkland WASHINGTON 98033
<b>Attorney of Record</b>	Tonya J. Gisselberg
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "METHOD" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

# LUCID BRANDS

**Word Mark** LUCID BRANDS

**Goods and Services** IC 035. US 100 101 102. G & S: Advertising and marketing; Advertising services, namely, creating corporate and brand identity for others; Advertising services, namely, creating corporate logos for others; Advertising, marketing and promotion services; Advice in the field of business management and marketing; Arranging and conducting marketing promotional events for others; Business consultation and management regarding marketing activities and launching of new products; Business marketing consulting services; Business marketing services; Conducting business and market research surveys; Conducting marketing studies; Creation of marketing tools designed to increase a client company's knowledge of customer needs, and its competitors' products and services, pricing, advertising strategy and sales strategy; Development of marketing strategies and concepts; Information or enquiries on business and marketing; Market research consultation; Market research services; Market segmentation consultation; Market study and analysis of market studies. FIRST USE: 20050526. FIRST USE IN COMMERCE: 20050704

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 78741931

**Filing Date** October 27, 2005

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** July 25, 2006

**Registration Number** 3157813

**Registration Date** October 17, 2006

**Owner** (REGISTRANT) Lucid Brands, LLC Scott Lerman--USA Susan Keiser--USA LIMITED PARTNERSHIP NEW YORK 219 Cedar Lane Ossining NEW YORK 10562

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BRANDS" APART FROM THE MARK AS SHOWN

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20151214.

**Renewal** 1ST RENEWAL 20151214

**Live/Dead Indicator** LIVE

# LUCID DREAM

<b>Word Mark</b>	LUCID DREAM
<b>Goods and Services</b>	<p>IC 035. US 100 101 102. G &amp; S: Design and development of advertising and marketing materials in the nature of mixed reality, virtual reality, and augmented reality experiences for others for use in trade show and convention exhibits, kiosks, and showrooms; Production and creation of advertising and marketing materials, namely, virtual reality content, and augmented reality content for use in enterprise sales and marketing; Production and creation of recruiting materials namely, virtual reality content, and augmented reality content for use in employment recruiting; Production and creation of advertising and marketing materials, namely, omni-directional, spherical, 360-degree, 3D stereoscopic, and panoramic video content for use in enterprise sales and marketing; Production and creation of recruiting materials namely, omni-directional, spherical, 360-degree, 3D stereoscopic, and panoramic video content for use in employment recruiting. FIRST USE: 20160311. FIRST USE IN COMMERCE: 20160311</p> <p>IC 041. US 100 101 107. G &amp; S: Production and creation of virtual reality content, augmented reality content for training purposes; Production and creation of omni-directional, spherical, 360-degree, 3D stereoscopic, and panoramic video content for training purposes; educational Services, namely, conducting classes, workshops, seminars, lectures, training, and demonstrations in the field of mixed reality, augmented reality, and virtual reality technology and distribution of training material in connection therewith. FIRST USE: 20160311. FIRST USE IN COMMERCE: 20160311</p> <p>IC 042. US 100 101. G &amp; S: Computer programming services, namely, design and development of computer software and mobile applications in the field of mixed reality, virtual reality, and augmented reality; software development for others in the field of mixed reality, virtual reality, and augmented reality; design and development of visual displays of mixed reality, virtual reality, and augmented reality experiences for others for use in trade show and convention exhibits, kiosks, and showrooms. FIRST USE: 20160311. FIRST USE IN COMMERCE: 20160311</p>
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	87488483
<b>Filing Date</b>	June 14, 2017
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	May 15, 2018
<b>Registration Number</b>	5527700
<b>Registration Date</b>	July 31, 2018

<b>Owner</b>	(REGISTRANT) VRX Studios LLC LIMITED LIABILITY COMPANY NORTH CAROLINA Suite B007 334 Blackwell St. Durham NORTH CAROLINA 27701
<b>Attorney of Record</b>	Trevor P. Schmidt
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE



**Word Mark** LUCID HEALTH

**Goods and Services** IC 035. US 100 101 102. G & S: Advertising and marketing; Advertising and marketing services, namely, promoting the goods and services of others; Advertising services, public relations and marketing services, namely, promoting and marketing the goods and services of others through all public communication means; Branding services, namely, consulting, development, management and marketing of brands for businesses; Business advice and analysis of markets; Business consultation and management regarding marketing activities and launching of new products; Business management and consulting services for the health care industry, namely, customer service, accounting services, and web-based advertising and marketing services; Business marketing consulting services; Business marketing services; Business research; Business research and surveys; Business research consultation; Business research using focus groups; Conducting business and market research surveys; Conducting business research and surveys; Conducting marketing studies; Conducting on-line business management research surveys; Consultation services in the field of company, business sector and industry data and research; Consumer research; Creation of marketing tools designed to increase a client company's knowledge of customer needs, and its competitors' products and services, pricing, advertising strategy and sales strategy; Development of marketing strategies and concepts; Market analysis; Market manipulation, research and analysis, whether or not via the internet; Market reports and studies; Market research; Market research and market intelligence services; Market research consultation; Market research services; Market research studies; Market segmentation consultation; Market study and analysis of market studies; Marketing and branding services, namely, performing consumer insight and brand strategy of company logos; Marketing consultation in the field of health related market research; Marketing consulting; Marketing services, namely consumer marketing research; Promotion and marketing services and related consulting; Promotional marketing and representation services for sales to the public sector; Providing advertising, marketing and promotional services for the pharmaceutical and medical industry; Providing advertising, marketing and promotional services for the pharmaceutical and medical products of others; Providing business marketing information; Statistical evaluations of marketing data. FIRST USE: 20090302. FIRST USE IN COMMERCE: 20090302

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 26.01.06 - Circles, semi ; Semi-circles  
26.03.14 - Ovals, three or more ; Three or more ovals  
26.03.21 - Ovals that are completely or partially shaded  
26.17.03 - Dotted line(s) ; Lines, dotted

**Trademark Search Facility Classification Code** SHAPES-CIRCLE Circle figures or designs including semi-circles and incomplete circles  
SHAPES-COLORS-2 Design listing or lined for two colors  
SHAPES-OVALS Oval figures or designs including incomplete ovals and one or more ovals

**Serial Number** 77698200

**Filing Date** March 24, 2009

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** July 28, 2009

**Registration Number** 3695458

**Registration Date** October 13, 2009

**Owner** (REGISTRANT) Lucid Health, Inc. CORPORATION MARYLAND 10114 Vista Pointe Dr.  
Tampa FLORIDA 21209

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "HEALTH" APART FROM THE MARK AS SHOWN

**Description of Mark** The color(s) blue, gray is/are claimed as a feature of the mark. The mark consists of the color gray appears in the wording "HEALTH". The color blue appears in the wording "LUCID" and the circular design to the left and above the letter "L" in the word "LUCID".

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20181025.

**Renewal** 1ST RENEWAL 20181025

**Live/Dead Indicator** LIVE

# LUCID

**Word Mark** LUCID

**Goods and Services** IC 035. US 100 101 102. G & S: Business consultation in the field of artificial intelligence. FIRST USE: 20170601. FIRST USE IN COMMERCE: 20170601

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 87921928

**Filing Date** May 15, 2018

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** November 13, 2018

**Registration Number** 5665561

**Registration Date** January 29, 2019

**Owner** (REGISTRANT) Healthpointe Solutions, Inc. CORPORATION DELAWARE Building A, Suite 150 17875 Von Karman Avenue Irvine CALIFORNIA 92614

**Attorney of Record** John L. Hay

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

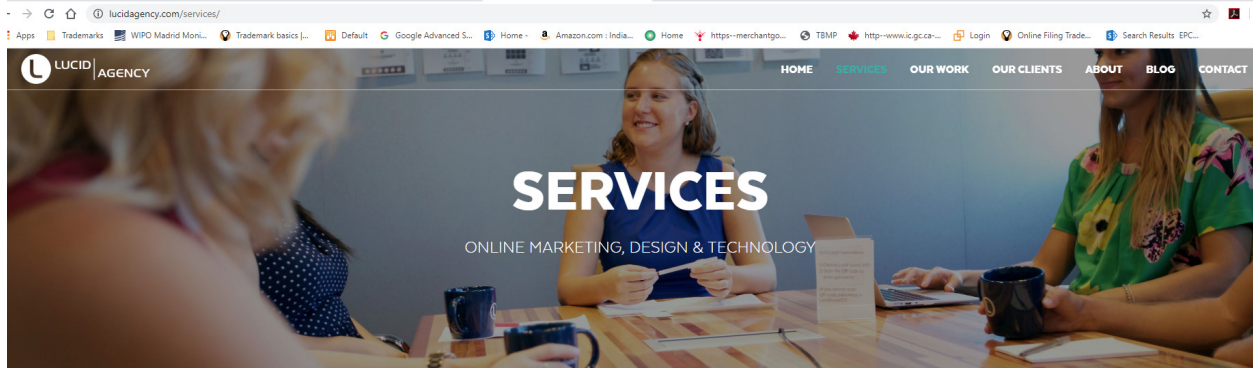


# LUCID THINKING

<b>Word Mark</b>	LUCID THINKING
<b>Goods and Services</b>	IC 035. US 100 101 102. G & S: Business consulting services in the fields of business leadership development and business management. FIRST USE: 20170801. FIRST USE IN COMMERCE: 20170801
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	<b>87595920</b>
<b>Filing Date</b>	September 5, 2017
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	January 16, 2018
<b>Registration Number</b>	5437764
<b>Registration Date</b>	April 3, 2018
<b>Owner</b>	(REGISTRANT) Kieser, Erik INDIVIDUAL UNITED STATES 5038 Fulton Avenue Sherman Oaks CALIFORNIA 91423
<b>Attorney of Record</b>	Kevin Keener
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

# **EXHIBIT C**

<https://lucidagency.com/services/>



## SOPHISTICATED INTERACTIVE MARKETING, DESIGN & TECHNOLOGY

Don't kid yourself, Internet Marketing is not for the timid, and neither is success. Your competition is using every possible advantage they have and you should be, too. That's why you're on our website, reading about Lucid Agency, Arizona's premier Internet Marketing Agency. Give us a few more minutes and we'll tell you how we can help you move to be a highly successful and digitally-native organization.

We believe interactive marketing should be easy to understand, so we take the time to come up with innovative and effective campaigns. Our goal is to make your digital project or campaign clear and easily understood, hence our name – Lucid.

*Check out [how we do it](#), or peruse our services below and click on anything that catches your eye to dive in.*



## INTERACTIVE MARKETING

*Become a Digital Leader*

We are proud to help respected organizations solve complex digital marketing and technology challenges, and we do so by focusing on strategy and results, not trendy tools.

We develop a custom strategy for each client based on your objectives, time frame, budget, audience and market strategy.

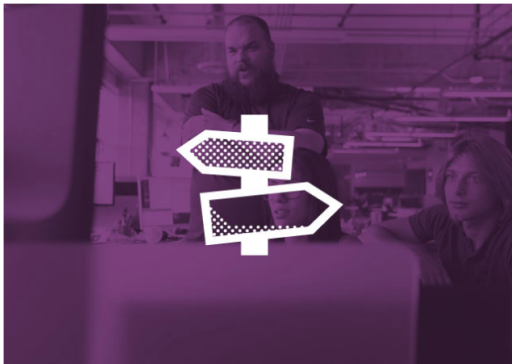
[LET'S DO THIS](#)

## MARKETING AUTOMATION

*Amplify your marketing efforts and accelerate your sales pipeline.*

We're big believers in the value marketing automation can bring to a business. But, before we talk technology, we take in the bigger picture. First, we work with you to create a streamlined marketing and sales process. We'll establish one view of a lead, and determine the all the touchpoints needed to turn that lead into revenue. With that hard work done, we'll work with your teams to optimize your technology investments to scale your results.

LET'S DIG IN



## USER EXPERIENCE DESIGN

*UX Design is focused on aligning design with functionality, so that any user of your app, website or interface, can find, execute and engage in an efficient, enjoyable and meaningful way.*

We take a strategy + data + research approach to UI and UX design. We start by asking the tough questions about who will be using this (typically multiple user groups), what they need to accomplish, and what the barriers have been historically. Only then can we create functional requirements that serve as the foundation for architecture, wireframing, prototype and front-end design... to ultimately build something that will be as usable and functional, as it is aesthetically beautiful.

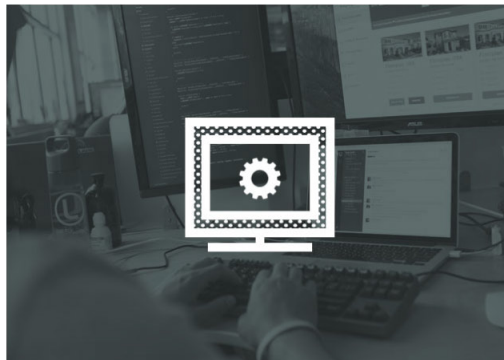
LEARN MORE ABOUT UX

## WEB ARCHITECTURE & DESIGN

*Your website is your first impression.*

We have been building conversion-friendly and user-focused websites for our clients for over 10 years. We start with business analysis and requirements gathering, then architect, wireframe, prototype and design, all before we start coding. When the planning is done this well, the coding is the easy part (just don't say that to our web engineers).

START BUILDING TODAY



<https://www.lucidmarketing.us/>



## Our Services



### MARKETING AUTOMATION

Refine marketing funnels, develop SOP's, and streamline processes to create efficiencies in day-to-day marketing activities



### DESIGN + BRANDING

Branding & logo design, website design, packaging design, infographics



### GROWTH HACKING

Deploy various growth hacking strategies across relevant platforms including Instagram, Facebook, LinkedIn, Twitter, Reddit, Quora, Medium



### EMAIL MARKETING

Run end-to-end email and marketing automation campaigns that includes copywriting + template designs



### SEO

On-site and off-site search engine optimization (white hat techniques only)



### CONTENT MARKETING

Strategy development, article + video production, social media captioning, graphics, infographics



### SEM (GOOGLE ADS)

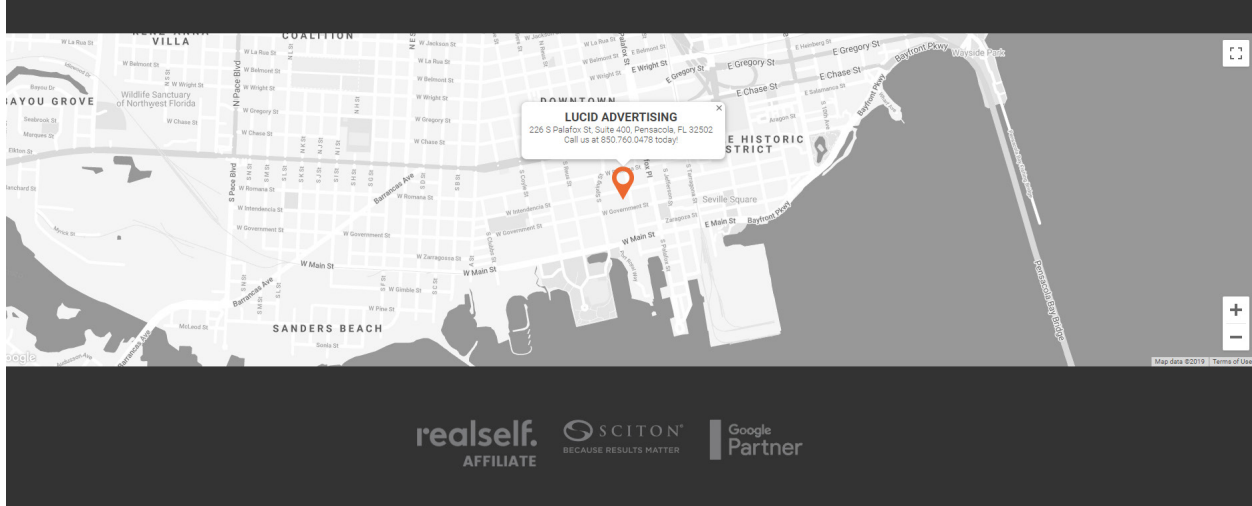
Develop strategy and continually optimize Google Ads campaign that delivers on business goals.



### MICROINFLUENCER MARKETING

Activate influencers who are likely to advocate for your brand and deliver results.

<https://www.lucidadvertising.com/digital-marketing/>



### Digital Marketing: 12 Lucid Ways To Use It

Digital marketing leverages all aspects of online marketing to gain leads and business in real time. Does this still sound vague? Then let's get specific. It also uses optimized online content and platforms to help you find your target customers. Anyone can have a website. But if it is not designed and developed with Search Engine Optimization that will lead customers to you, it's really just window dressing.

# Digital Marketing: 12 Lucid Ways To Use It

Digital marketing leverages all aspects of online marketing to gain leads and business in real time. Does this still sound vague? Then let's get specific. It also uses optimized online content and platforms to help you

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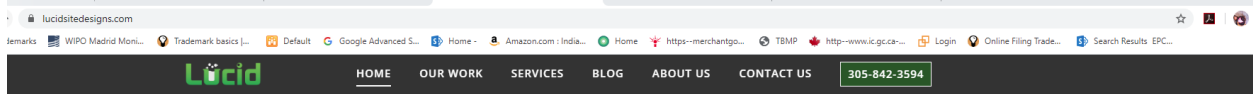
The same thing applies to content. There are a lot of good writers out there, but if you do not know how to research and identify effective keywords and incorporate them correctly, no one will see it. It gets even more complicated when you add in social media networks, email marketing and Google Adwords, but each element is an integral part of a successful online marketing campaign. Considering the vast array of mobile technologies and online platforms, it's the most exciting lead-generation tool today. We're on the forefront of providing a full suite of services to our clients. But if you're still in the analog age, isn't it time to take a look at digital?

## 12 Clear Ways Lucid Helps Clients Everywhere Get Digital:

1. Website development and digital media
2. [Content marketing](#)
3. Search engine marketing (SEM)
4. Professional blogging/video blogging
5. Email marketing
6. [Social media marketing](#)
7. [Google AdWords](#) expertise & implementation for lead tracking & conversion
8. Online [branding](#) collateral (logo, e-brochures, proprietary graphics)
9. Earned online coverage (PR, online press releases)
10. [Interactive tools](#)
11. EBooks, White papers & infographics
12. Mobile marketing

**Lucid Advertising Is Now A Google Partner.**

<https://www.lucidsitedesigns.com/>



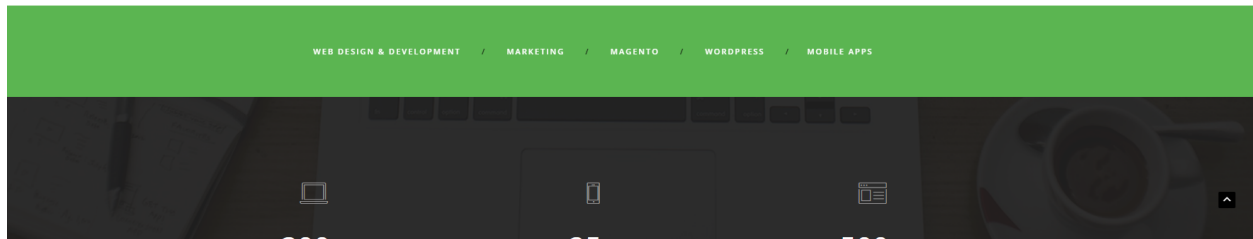
EST. 2011

## MIAMI WEB DESIGN, DEVELOPMENT, & MARKETING EXPERTS

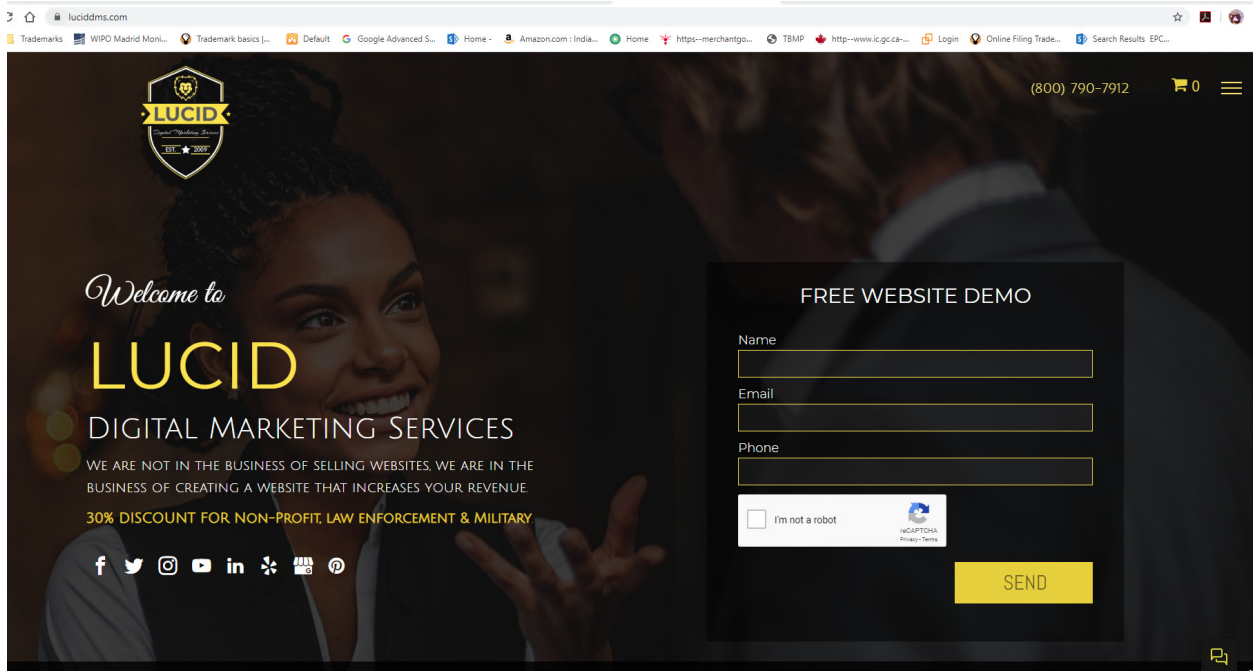
Lucid started out as a Miami Web Design Company helping small businesses create beautiful web sites and moving their online presence to higher levels. Since then we have grown to incorporate all forms of Internet Marketing including SEO/SEM, Social Media, Email Marketing, & Mobile App Development. We don't have any pushy salesman here that are convinced that SEO is the only way to online growth. Instead we take a more holistic approach to digital marketing mixing all of our expertise to provide your business with a custom online solution.

Although we have grown to offer a full suite of digital marketing services, we realize that the starting point for many local businesses in Miami to begin moving their business online is creating a beautiful new website. Most Web Design Miami has to offer is done by amateurs who promise you the world at bargain prices, only to be left with a website that is embarrassingly bad, threatening to compromise your presence online. Until recently the only other option has been to pay unreasonably high prices for quality work. Lucid can help transform your online presence without breaking the bank!

Contact Us Today By Clicking Here or Call Us @ 800-295-0307 To Find Out How We Can Help Your Business Grow Online!



<https://www.luciddms.com/>





<https://www.lucidcreativeagency.com/>

"The Lucid Creative Agency gets it. They're pros. Every time I work with their crew, I know what I'm going to get: polished work that is unique, engaging, and performs above target. This team is constantly pushing the envelope creatively, and they don't break the bank when it comes to budgeting. I have used them for numerous Photo Shoots and Videos for social media platforms, as well as Event Recap coverage. They have done work for a variety of our brands, and have no problem delivering content that is on-strategy, and adheres to our brand guidelines. I am continually impressed by this team, and I can't recommend the Lucid Creative Agency enough."

- Dan Ottolin, Mike's Hard Lemonade



"Lucid Creative was a pleasure and a joy to work with. From the ideation phase, to the execution, everything was seamless. I look forward to working with them again in the near future! They are second to none in terms of overall quality, professionalism, and open mindedness."

- Jared Hunter, LinkedIn

"Working with a group of young talented individuals like those in the Lucid Creative Team has been an incredible experience. They are very action-orientated, but always make room for fun, which makes their production sets a warm and friendly environment. The Lucid Creative Team carefully curated, directed, and designed my re-election campaign. They truly are a one stop shop. They literally shined the spotlight on a neighborhood that feels like it has been forgotten by the rest of the city. It is crucial that we continue to support this millennial generation on their endeavors of a cultural revolution."

-Alderwoman Susan Sadlowski Garza, 10th Ward



|lu•cid|

HOME SERVICES BRANDS ABOUT

welcome to lucid

a multidisciplinary creative team

producing content that is engaging, artistic and action-oriented

helping clients build their brand, say their message, and tell their story...uniquely

SEE WHAT'S NEW

CREATE WITH US

# **EXHIBIT D**

<https://www.crunchbase.com/organization/federated-sample>


crunchbase.com/organization/federated-sample

WIPO Madrid Mon... Trademark basics [...]  
Default Google Advanced S... Home - Amazon.com : India... Home https--merchantgo... TBMP http--www.ic.gc.ca... Login Online Filing

Solutions Products Resources Pricing Search Crunchbase

### Lucid

- Web Traffic by SimilarWeb
- Patents and Trademarks by IPquery
- Interest Signals by Bombora
- Competitors & Revenue by Owler
- IT Spend by Aberdeen
- Post-Money Valuation Data by PrivCo
- Current Team
- Board Members and Advisors
- Recent News & Activity
- Related Hubs



**Lucid**  
Lucid provides direct human data to industries including market research, advertising technology, and business consultancy.  
New Orleans, Louisiana, United States

#### Overview

Total Funding Amount	\$64.6M	CB Rank (Company)	537
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Categories	Analytics, Enterprise Software, Marketplace
Headquarters Regions	Southern US
Founded Date	Mar 10, 2010
Founders	Patrick Comer, Walton Comer
Operating Status	Active
Funding Status	Early Stage Venture
Last Funding Type	Series B
Number of Employees	101-250
Also Known As	Federated Sample
Legal Name	Lucid Holdings, LLC

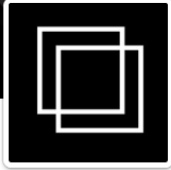
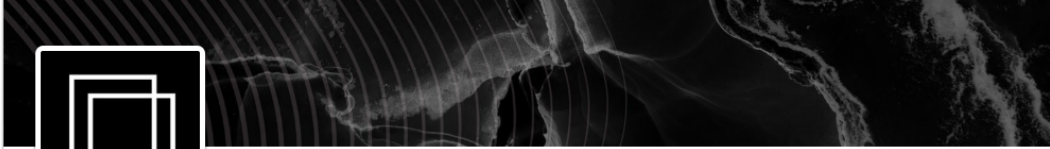
IPO Status	Private
Company Type	For Profit


Website	<a href="http://luc.id/">luc.id/</a>
Facebook	<a href="#">View on Facebook</a>
LinkedIn	<a href="#">View on LinkedIn</a>
Twitter	<a href="#">View on Twitter</a>
Contact Email	info@luc.id
Phone Number	+1 (504) 264-5820

temap  
9/18/11

Lucid is a the world's largest audience platform for sourcing and understanding "human answers" --real, deterministic data about human behavior at scale. We built Fulcrum, the first global marketplace for market research sample, and introduced programmatic buying and selling to the market research industry. We also created Federated...

<https://www.linkedin.com/company/lucidhq>



**Lucid, LLC**  View all 415 employees

Computer Software

New Orleans, Louisiana · 6,725 followers


[See jobs](#) [Follow](#)

[Overview](#) [Jobs](#) [Life](#)

## About us

Lucid unites buyers and sellers of survey sample in over 90 countries – bridging the divide between global questions and human answers. Every day, millions of questions are answered via Lucid's programmatic marketplace – enabling anyone, in any industry, to get real answers. Lucid's clients can ask questions of targeted audiences and measure the effectiveness of their digital advertising. This authentic, first-party data drives powerful insights, in real-time.


Lucid is headquartered in New Orleans with offices in London, New York, Gurgaon, and Sydney.

Website	<a href="http://luc.id">http://luc.id</a> 
Industries	Computer Software
Company size	201-500 employees
Headquarters	New Orleans, Louisiana
Type	Privately Held
Founded	2010
Specialties	SaaS, Sampling, Advertising Technology, Online Sample, Market Research, Internet Market Research, Technology, Advertising Effectiveness


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## Locations

### Primary


365 Canal Street  
Suite 3100  
New Orleans, Louisiana 70130, US  
[Get directions](#) 

1 Finsbury Market  
London, England EC2 2BN, GB  
[Get directions](#) 

Axel-Springer-Platz 3  
Hamburg, Hamburg 20355, DE  
[Get directions](#) 

Good Earth Business Bay, Golf Course Extension  
Road, Sector 58  
10th Floor  
Gurgaon, Haryana 122011, IN  
[Get directions](#) 

<https://luc.id/>

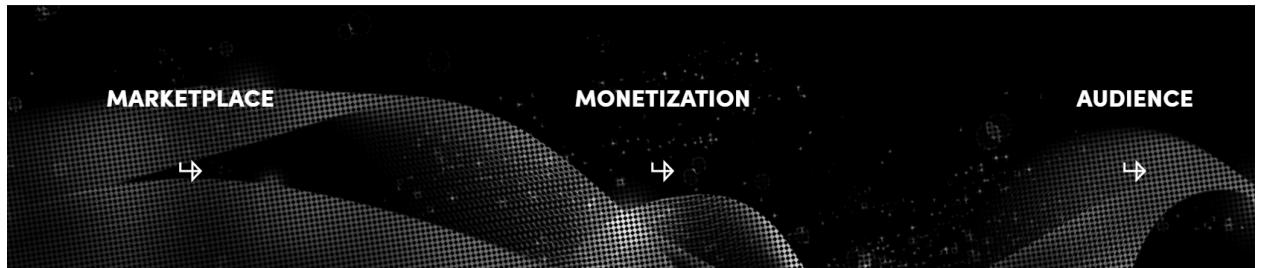


**LUCID** MARKETPLACE MONETIZATION AUDIENCE CONTACT US

# REAL PEOPLE. REAL ANSWERS.

Global buyers and sellers of human answers come together on the Lucid platform. The result is the world's largest community of real people ready to share answers, opinions, behaviors, profiles, and more.

## LUCID SOLUTIONS



MARKETPLACE MONETIZATION AUDIENCE

**UNLIMITED  
ANSWERS START  
HERE.**

Email Address

**CONTACT US**

## GLOBAL QUESTIONS. HUMAN ANSWERS.

Lucid bridges the divide between global questions and human answers. Our platform drives insights and creates revenue for hundreds of global businesses.

verizon

Hall & Partners

GfK

LiveRamp

BCG  
The Boston Consulting Group

Kelton

ATTEST

hotspex

PROPELLER  
Insights

ABACUS DATA

P2 SAMPLE

HubsSpot

REQUEST A DEMO

Email Address

CONTACT US

LUCID

Contact Us

Support

Developers

Careers

Cookie Policy

Privacy Policy

Legal

Trust Center



→ [lucid/marketplace/](#) Trademarks WIPO Madrid Moni... Trademark basics [... Default Google Advanced S... Home Amazon.com India... Home https://merchantgo... TBMP http://www.ic.gc.ca... Login Online Filing Trade... Search Results: EPC...

## MARKETPLACE

Why work with a single community of survey respondents when you can connect to more than 250 sample suppliers at once?

By giving you access to the world's largest pool of global respondents, MARKETPLACE provides you with direct, cost-efficient, high-quality human answers – fast.

## MARKETPLACE: THE BETTER SAMPLE SOLUTION

### FAST

Programmatic connections to hundreds of suppliers means you start getting the answers you need in less time.

### HIGH QUALITY

Five independent quality checks, including our [Supplier Quality Program](#), ensure that your answers are authentic.

### COST-EFFECTIVE

With automated processes and hundreds of suppliers bidding on projects, you can expect huge sample cost savings.

### TRANSPARENT

Clear reporting on where your answers are being sourced and the market price of the sample you're buying.

# MARKETPLACE: SERVICES

Request a bid and get full-service sampling assistance. Our dedicated team are experts in accessing the millions of available respondents in the Lucid Marketplace. They have solutions for your most complex fielding challenges.

## FULL SAMPLING SERVICE – FROM CONSULTATION TO EXECUTION

### IMPROVE YOUR WORKFLOW

Focus on other tasks while our team of project managers handles your complex fieldwork.

### REACH YOUR AUDIENCE

With tens of millions of respondents available from 250+ sample sources, our team can help you reach any target audience.

### STAY WITHIN BUDGET

We ensure that you are getting the best possible price by sourcing respondents from our entire marketplace of suppliers.

### GET QUALITY RESPONDENTS

With independent quality checks and initiatives – including our Supplier Quality Program – we have the most heavily vetted respondents in the industry.

# MARKETPLACE: INTERFACE

Our do-it-yourself MARKETPLACE Interface lets you field your own surveys in the Lucid Marketplace. This intuitive dashboard provides all the tools you'll need to access millions of respondents, save money, and run projects on your own time.

## PUTTING YOU IN CONTROL

### ACCESS MILLIONS OF RESPONDENTS

Determine exactly which audience you want to reach by using customizable quota settings.

### USE AN INTUITIVE DASHBOARD

Our user-friendly software takes the complexity out of setting up, fielding, and collecting data from targeted survey projects.

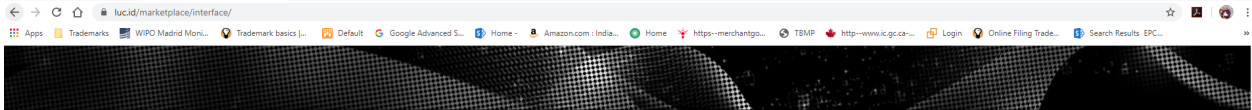
### SUPPORT MULTIPLE PROJECT MANAGERS

Multiple project managers can run projects at the same time using robust project management tools.

### CUT YOUR SAMPLE COSTS

Reduce sample costs by using your existing in-house surveying expertise to launch and manage your own surveys.

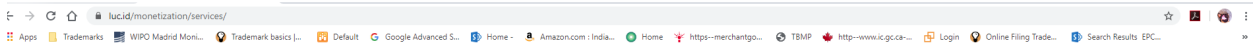




# “OUR COMPANY TRIPLED ITS DATA COLLECTION AND SAVED 15-20% ON SAMPLE.”

“Five months after licensing Fulcrum, our company tripled its data collection and saved 15-20% on sample we were buying from traditional panels. Fulcrum is an easy-to-use tool that also gives you complete control over your sample source. We’ve had over \$100K in total savings, without increasing our internal workload or straining our operations team. Working with Lucid has been an incredible move for our business.”

David Coletto  
CEO  
Abacus Data



Work with Lucid surveying experts to make your unique or hard-to-reach community available to interested researchers.

## MORE EXPOSURE. MORE REVENUE.

### INCREASE OPPORTUNITIES

With MONETIZATION Services, our industry relationships can connect you with researchers that want to reach your specialized audience.

### MAXIMIZE REVENUE

Make your online community available to our high-paying research partners and maximize the value of your specialized audience.

### SIMPLE MARKET RESEARCH

We make your engagement with the market research industry easy – our platform ensures that the right person gets the right survey.

### NO INTEGRATION NEEDED

MONETIZATION Services doesn't require any system integration – pricing and project management are handled directly with the sample buyer.

**GET MORE FROM  
YOUR ONLINE  
COMMUNITY.**

Email Address

**CONTACT AN  
EXPERT**



MARKET PLACE

MONETIZATION

AUDIENCE

CONTACT US

# IMPACT MEASUREMENT

Measure the impact of your advertising. We survey consumers after they are exposed to your campaign, helping you determine campaign success.

## FIND OUT IF YOUR ADS ARE AS EFFECTIVE AS YOU THINK

### GAUGE AUDIENCE PERCEPTIONS

Ask consumers who have seen your ads questions about brand awareness, message comprehension, purchase intent, or anything else vital to your business.

### GET FAST RESULTS

Using our tracking pixel or third-party data, we match your ad impressions against millions of available consumers in real-time -- so we can quickly survey your exposed audience and provide results.

### REAL-TIME BUSINESS DECISIONS

Use IMPACT MEASUREMENT results to optimize targeting tactics and budget while campaigns are still in-market.

### IMPROVE CAMPAIGN STRATEGY

Use ongoing exposed audience analysis to craft more-effective, more-informed media strategies.