

**Response ASSURANCE FILTRATION & EQUIPMENT Serial No. 90/619,328:**

On December 1, 2021, the Office issued an Office Action refusing Applicant's "ASSURANCE FILTRATION & EQUIPMENT" mark (classes 007, 011) over U.S. Registration No. 3542731 (class 011) and requiring amendment to clarify the description of goods. U.S. Registration No. 3542731 is for the mark "ASSURANCE" as applied to "Air filtration media, namely, fibrous filtering media for general industrial use in the purification of air" in class 011. By way of this response, Applicant has amended the description of goods, including specifically to remove any reference to air filtration, and therefore believes the Office's refusal to now be moot.

As amended, Applicant's description of goods in class 007 relates specifically to filtration equipment used for chemical processing and the description in class 011 relates specifically to filtration equipment for water filtration purposes. Those are entirely different goods than air filtration media, and sophisticated industrial customers would not be confused. In addition, Applicant's amendments largely adopted the Examiner's suggestions to further clarify the identification of goods for classes 007 and 011. Thus, there is no likelihood of confusion, and Applicant respectfully requests that the Examiner withdraw the refusal.