

**RESPONSE TO NONFINAL OFFICE ACTION
US TRADEMARK NO. 79319218
Mark: SF & design**

In the Nonfinal Office Action, WIPO mailing date January 10, 2022, the Examining Attorney indicated that the Entity Information needs to be provided, Color Claim and Mark Description must be clarified, and Identification of Goods and Services was indefinite and required clarification. By this Amendment, Applicant will enter the entity information, enter and clarify color claim and will amend Identification of Goods and Services in accordance with the suggestions made by the Examining Attorney.

Color Claim and Mark Description

Applicant hereby enters the following color claim and description of the mark:

“The colors purple, pink, and white are claimed as a feature of the mark.”

"The mark consists of the stylized wording “SF” in white where each letter is formed by a curved line and a circle, all on a background that faded from purple at the top to pink at the bottom."

Entity Information

Applicant has amended the entity information to indicate that TRIPLE A FINANCE GMBH AND CO. KG is a “GMBH & CO. KG” organized in Germany.

Identification of Goods and Services

Applicant has amended the listing of goods to more clearly define the goods associated with the present application. Applicant has adopted the following identification of goods:

Class 9

Recorded and unrecorded audio, video and data media, unexposed photographic films, exposed cinematographic films, blank DVDs, pre-recorded DVDs featuring information and instruction in the field of sexual wellness and the operation of adult sexual stimulation aids, blank digital storage media, downloadable pre-recorded digital media in the nature of downloadable audio and video files featuring information and instruction in the field of sexual wellness and the operation of adult sexual stimulation aids; apparatus for recording, transmitting or reproduction of sounds, images or data; data processing equipment; computers; recorded and downloadable computer software for the remote control and operation of adult sexual stimulation aids, marital aids, vibrators, masturbators and massage apparatus and for transmitting or streaming sounds or video messages and for communicating with users of hand held electronic devices, and augmented reality software for use in mobile devices; downloadable computer application software and mobile application software, namely computer software applications for smartphones, tablet PCs, e-readers and other mobile or stationary IT apparatus for providing information and instruction in the field of sexual wellness and the operation of adult sexual stimulation aids, and for the remote control and operation of adult sexual stimulation aids, marital aids, vibrators, masturbators, massage apparatus, and tactile stimulation devices, and for transmitting or streaming sounds or video messages and for communicating with users of hand held electronic devices, and

augmented reality software for use in mobile devices; electronic publications, downloadable in the nature of informational articles in the field of sexual wellness; downloadable audio files, music files and image files; chatbot computer software for stimulating conversations

Class 41

Educational instruction in the field of sexual wellness and the operation of adult sexual stimulation aids; entertainment services, namely, providing a website and non-downloadable and videos featuring adult-themed videos; organizing community sporting and cultural events; television entertainment, radio entertainment, entertainment on the internet, namely, adult-themed videos distributed via various platforms across multiple forms of transmission media; entertainment information and consulting in the field of sexual wellness and the operation of adult sexual stimulation aids, including on the internet; provision of non-downloadable games on the Internet; production of television films; videotape production; production of radio and television programs; publication and editing of printed matter, including in electronic form, other than for advertising purposes; photographic reporting photography, providing online electronic publications, not downloadable in the nature of informational articles in the field of sexual wellness; ticket agency services for entertainment events; production of television shows; entertainment services, namely, party planning organization in the field of instruction in the use of adult sexual stimulation aids; arranging and conducting of educational conferences, congresses, seminars and workshops in the field of sexual wellness and the operation of adult sexual stimulation aids; coaching in the field of sexual wellness and the operation of adult sexual stimulation aids; life coaching services in the field of personal consultancy for single people in matters relating to partnerships; entertainment in the nature of providing non-downloadable recorded adult entertainment via telephone, audio or video messages; publication of printed matter relating to marriage and partnership counselling and agency and matchmaking services

Class 45

Couple counselling and marriage bureau, namely, marriage counseling; dating agency services, also in the nature of partnership analysis and personality tests, also via the internet; Internet based dating, matchmaking and personal introduction services; online social networking services accessible by means of downloadable mobile applications; arranging introductions between unacquainted persons for recreational purposes; licensing of intellectual property; legal administration of licenses, namely, issuing licenses for franchising concepts.

In light of the foregoing, Applicant submits that the present application is now in condition for publication and solicits notice to that effect.

Respectfully submitted,

/Amanda H. Wilcox/
Attorney for Applicant