

**O Positiv, LLC | Robert Bitton**  
11740 San Vicente Blvd  
Suite 109-333  
Los Angeles, CA 90049



Date: 08.12.2019

**Kimberly Boulware Perry**

Trademark Attorney, Law Office 112  
571-272-9208 (direct)  
kimberly.perry@uspto.gov

Dear Kimberly,

I wanted to take a moment to explain our company and our mission. O Positiv is about feeling your best. We make gummy vitamins for real people, in real life, with the belief that your personal health should be effortless and intentional. The "O" in our name is representative of the shape of our gummy vitamins. Our gummies are a ring shape or "O" shaped (like lifesavers). Each product line's name ends in 'O' as well like **PRO**, **FLO**, **CEO**. The "Positiv" is all about promoting a positive, healthy lifestyle. We truly believe that if you start the morning right with a little self care it will roll over into the rest of your day and everyone you encounter. Also, our gummies taste amazing. Below are the responses to your comments on the Office Action.

**Responses:**

1. Application Serial No(s). **88234858** for **PRO**
  - a. **After reading your review we are removing "dietary supplements" from our claims. We think this will limit confusion as we are just a gummy vitamin and do not claim to take the form of anything else.**
  - b. **In our use of the letters "P R O" the use is intended to be short for "probiotic" and not to be understood as "PRO" as in professional. Our mark is a reference to a completely different word.**
  - c. **Our mark will never be without the wording "probiotic" as seen in our specimen.**

**Thank you for your review and with these changes we would really appreciate this application being approved.**