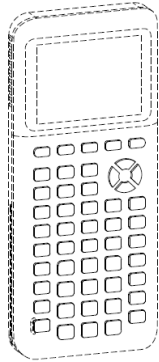


## TO THE COMMISSIONER FOR TRADEMARKS



Mark:

Serial Number: not yet assigned

Filing Date: July 21, 2017

Applicant: Texas Instruments Incorporated

Applicant's Address: 12500 TI Boulevard, Dallas, TX 75243-4136

Commissioner for Trademarks

P.O. Box 1451

Alexandria, VA 22313-1451

### **Section 2(f) submission**

Applicant seeks registration on the Principal Register of the subject three-dimensional product design trade dress mark. As shown by the extensive evidence submitted herewith:

(1) Certain calculators are referred to as *graphing calculators*, so named for the calculator's ability to plot graphs, while having other features;

(2) There are millions of graphing calculator consumers (but of course, not all people are calculator people); and

(3) Graphing calculator consumers, of age approximately 40 or under, are more likely than not to associate the subject three-dimensional product design trade dress mark with Applicant – stated simply, from a distance, and without seeing separate trademarks thereon, a graphing calculator consumer will recognize, *in many instances fondly*, the *acquired distinctiveness* of the present mark.

Respectfully submitted,

/stephen l. levine/

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Dated: July 21, 2017

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