

Serial #: 86/772,135  
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**To the Commissioner for Trademarks:**

Official Action Dated: 1/20/2016  
Response Due Date: 6/20/2016

**Response to Requirement for More Information**

In the Office Action, the Examiner required that Applicant: (1) “submit samples of advertisements or promotional materials for the identified goods;” (2) “describe in detail the nature, purpose, and channels of trade of the goods;” and (3) “explain how the devices protect personal security.” Office Action at 2. Applicant provides responses to each of these inquiries below.

**I. Samples of Advertisements and Promotional Materials**

In response to the Examiner’s request, Applicant has attached a two-page data sheet describing its products. See Exhibit 1 (two-page data sheet). Applicant has also attached a print out of Applicant’s website. See Exhibit 2 (print-out of Applicant’s website). The actual website may be viewed online at: <https://reactmobile.com/> .

**II. Description of Nature and Purpose of Goods and Channels of Trade**

Applicant’s good consists of two components that interact with each other: (1) computer software that is loadable on a mobile device and is designed for providing emergency notifications to public emergency personnel and personally designated emergency personnel; and (2) an electronic device that sends a one-way signal to trigger the computer software that notifies emergency response services or designated emergency contacts. See generally Exhibits 1 and 2. The software component could be used alone, or in conjunction with the electronic device that sends a one-way notification to the user’s smartphone. See Exhibit 1. The best overview of Applicant’s products is the short video available on Applicant’s website. Exhibit 2; <https://reactmobile.com/> (website containing an embedded video explaining an overview of Applicant’s products). The electronic device is far more analogous to an electronic key fob for an automobile, in that it sends a one-way communication—a simple signal--as opposed to a cellular phone or radio that allows two-way communication.

Applicant’s website provides a good written overview of the basic purpose of Applicant’s products and their combined function:

“Introducing the world’s smallest personal panic button! The React Sidekick is the fastest way to reach a wide network in an emergency. When an app alone is not enough – pairs

with the React Mobile safety app via LE Bluetooth 4.0. Get help fast when your phone screen is locked or phone is out of reach with one click activation. The React Sidekick helps you reach a wide network so they know where you are and that you need help.”

Exhibit 2.

#### **A. Software component**

In terms of the software component, Applicant’s software works on personal smartphones to track the users’ whereabouts and provide a notification to emergency personnel or designated contacts. As explained on Applicant’s website:

“React Mobile is a powerful personal safety app that turns your smartphone into a powerful lifeline. Our safety app features a “Follow-Me” feature that lets you share your location with friends and family so they can track your whereabouts in real-time and follow you to safety. Perfect for running alone, meeting new clients, keeping track of loved ones or for students walking alone through campus.”

Exhibit 2.

Further, if an emergency response is triggered, the software provides security personnel with the user’s “userID, profile and GPS location of emergency alerts.” Exhibit 2. It also identifies “location-specific incident trends with data reports & analytics.” *Id.*

#### **B. Electronic Device Component**

In terms of the electronic device component, Applicant’s electronic device component is a low-energy Bluetooth device that sends a one-way signal to the user’s smartphone, can override a locked screen, and send an emergency notification even when the phone is out of reach (within an approximately 80-foot radius). Exhibit 1. The device consists of one button, which sends a one-way emergency notification to an Android or iPhone device through Bluetooth or iOs. *Id.* It is not possible to send voice communications or texts or other communications through Applicant’s electronic device. *See Exhibits 1 and 2.*

#### **C. Channels of Trade**

Applicant’s software is available through Apple’s itunes; the Android App store on Google Play; or through AmazonApps. Exhibit 2.

Applicant’s electronic device is available through Applicant’s website. The device is also available for “white label” solutions. Exhibit 1. For example, a business or institution, such as realtor’s office or a school, could partner with Applicant to make Applicant’s products available for purchase, or to be issued as equipment, to employees or attendees. Exhibit 1. The electronic device could be sold to such institutions “[f]ully branded with name, color, logo, & user interface customizations.” *Id.* Further, the electronic device is available through major retailers such as Wal-Mart, Exhibit 3; Fingerhut, Exhibit 4; and Amazon.com, Exhibit 5.

### **3. Explanation of How Device Protects Personal Security**

As explained above, Applicant's products serve to send an emergency notification to the user's designated emergency contacts or emergency response services when the user is in danger. Applicant's goods can be used as solely as a program on a mobile phone, or in conjunction with an electronic device. Exhibits 1 and 2. A user can adjust the application by sliding a notification toggle on the touch user interface through a smartphone to provide a notification to selected emergency contacts when the user wants their status to be modified. Exhibit 2. That software tracks the real time location of the user and provides that information to the selected contacts. *Id.* The user interface toggle can also be moved to an "SOS" emergency status, to send a contact to public emergency personnel and/or emergency contacts selected by the user. *Id.*

Alternatively, the device can be used in conjunction with the electronic device component. Even when the user's phone is locked, or out-of-reach (within an approximately 80-foot radius), if the user presses the button on the device, a one-way signal sent via Bluetooth triggers the S.O.S. emergency function of the software and notifies designated emergency contacts and emergency response personnel that the user is in danger.