

This responds to the Examining Attorney's Non-Final Office Action dated March 18, 2020, to Applicant's Application No. 88778582 for registration of the stylized mark shown below.

ARC

In the above-mentioned Non-Final Office Action, the Examining Attorney requests this additional information:

- (1) Explain whether the wording "ARC" in the mark has any meaning or significance in the trade or industry in which applicant's goods are manufactured or provided, any meaning or significance as applied to applicant's goods, or if such wording is a term of art within applicant's industry.
- (2) Are applicant's goods used in connection with lighting systems for dental purposes featuring plasma arc lighting?

I. Applicant's Mark Has No Meaning or Significance as Applied to Applicant's Goods

ARC is an allusive term suggesting a bright smile.

II. Applicant's Goods are Not Used in Connection with Lighting Systems for Dental Purposes Featuring Plasma Arc Lighting

Applicant's product referenced in the goods and services is classified as a whitening treatment in Class 3. The tooth whitening treatments referenced herein are not used in conjunction with any lighting system and solely reference cosmetic serums and treatments.

In a separate published trademark application, App'n No. 88-314055, Applicant references a whitening treatment used in conjunction with a medical device whitening light, which also is not a plasma arc light. This device in this other application is classified in Class 10 and is not associated with the products listed in the present trademark application. The cosmetic teeth whitening preparations referenced in the present application are not used with any lighting system or device.

We trust this fully addresses your inquiries and concerns and are happy to provide further information if required.