

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Axon Enterprise, Inc. Law Office: 121
Serial No.: 90/059,336 Examining Attorney: Courtney Caliendo
Filing Date: July 17, 2020
Title: ARC

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

Commissioner:

RESPONSE TO OFFICE ACTION

Applicant hereby timely responds to the Office Action dated November 4, 2020, in the above-identified application. Applicant respectfully requests consideration of the following Remarks, which are made in support of Applicant’s request for registration on the Principal Register of its mark ARC, Application Serial No. 90/059,336 (“Applicant’s Mark”).

REMARKS

The Examining Attorney has preliminarily rejected the above-referenced trademark application on the following grounds:

- I. Prior-Filed Applications – Potentially Conflicting Marks – Advisory.
- II. Partial Section 2(d) Refusal – Likelihood of Confusion
- III. Identification of Goods – Amendment Required
- IV. Multiple-Class Application Requirements – Advisory

I. Prior Pending Applications

The Examining Attorney has cited various pending U.S. applications and argues that each application may, if approved and registered, pose a threat to registration of Applicant’s Mark. Applicant respectfully disagrees that either of the referenced applications should be considered as a potential 2(d) bar to registration of Applicant’s Mark. Without waiving any argument as to the referenced trademark applications, Applicant reserves the right to respond to any office action which may issue based on application nos. 88/746,150, 88/811,398, 88/742,599, and 88/809,887.

II. Likelihood of Confusion

The Examining Attorney has preliminarily refused registration for Applicant's Mark based on a likelihood of confusion with U.S. Registration Nos. 5168185, 5178620, 4411274, and 3765901.

Legal Standard for Likelihood of Confusion

A likelihood of confusion between two marks at the USPTO is determined by a review of all the relevant factors under the *DuPont* test. *In re E.I. du Pont de Nemours & Co.*, 476 F.2d 1367, 177 USPQ 563 (CCPA 1973). The two key considerations in ex parte likelihood of confusion analysis are the similarity of the marks and the similarity of the goods or services. *See Federated Goods, Inc. v. Fort Howard Paper Co.*, 544 F.2d 1098, 192 USPQ 24 (CCPA 1976). The test of likelihood of confusion is not whether the marks can be distinguished when subject to a side-by-side comparison, but whether the marks are sufficiently similar that there is a likelihood of confusion as to the source of the goods or services. *See Midwestern Pet Foods, Inc. v. Societe Des Produits Nestle S.A.*, 685 F.3d 1046, 1053 (Fed. Cir. 2012). When comparing the marks, “[a]ll relevant facts pertaining to appearance, sound, and connotation must be considered before similarity as to one or more of those factors may be sufficient to support a finding that the marks are similar or dissimilar.” *Recot, Inc. v. M.C. Becton*, 214 F.3d 1322, 1329 (Fed. Cir. 2000). In evaluating the similarities between marks, the emphasis must be on the recollection of the average purchase who normally retains a general, rather than specific, impression of trademarks. *See, e.g., In re Cynosure, Inc.*, 90 U.S.P.Q.2d 1644, 1645 (TTAB 2009) (citing *Sealed Air Corp. v. Scott Paper Co.*, 190 U.S.P.Q. 106, 108 (TTAB 1975)).

Even where two marks are *identical*, courts and the TTAB routinely hold that there is no likelihood of confusion “if the goods in question are not related in such a way that they would be encountered by the same persons in situations that would create the incorrect assumption that they originate from the same source.” TMEP § 1207.1(a)(i) (citing *Local Trademarks, Inc. v. Handy Boys, Inc.*, 16 U.S.P.Q.2d 1156 (T.T.A.B. 1990) (LITTLE PLUMBER for drain opener confusingly similar to LITTLE PLUMBER and Design for advertising services for plumbers). The Board has also held that differences in the functions or purpose of products or services may prevent likelihood of confusion. *Aries Systems Corp. v. World Book, Inc.*, 26 U.S.P.Q.2d 1926, * 21 (T.T.A.B. 1993).

Determining the similarity of goods and services is ultimately based on common sense and common experience. *ITT Corp v. XTRA Corp.*, 225 U.S.P.Q. 723, 732 (D. Mass 1985). Because businesses, especially in the field of software, often provide highly specialized services, it is difficult to draw broad inferences about the respective offerings of two companies and conclude that these offerings might be offered to the same consumers. Indeed, “[t]he Board... has found no likelihood of confusion even with respect to identical marks applied to goods and or services used in a common industry where such goods and or services are clearly different from each other and there is insufficient evidence to establish a reasonable basis for assuming that the respective goods as described by their marks, would be encountered by the same purchasers.” *Borg-Warner Chem., Inc. v. Helen Chem. Co.*, 225 U.S.P.Q. 222, 224 (TTAB 1983). Also, a likelihood of confusion does not exist between two marks merely because the respective goods or services are sold within the same broad market. *See, e.g., In re Mars, Inc.*, 741 F.2d 395 (Fed. Cir. 1984) (use of CANYON for candy bars not likely to cause confusion with registered mark CANYON for citrus fruit); *see also Homeowner's Group, Inc. v. Home Marketing Specialists, Inc.*, 18 U.S.P.Q.2d 1587, 1594 (6th Cir. 1991) (no likelihood of confusion between marketing and advertising support services for real estate brokers under HMS and providing real estate brokerage services under HMS HOME

MARKETING SPECIALISTS). Even marks which are used in the same industry, for goods or services sold to the same consumer may not create a likelihood of confusion because the consumers purchasing the respective goods and services may engage in a distinct purchasing process. *See Electronic Design & Sales, Inc. v. Electronic Data Systems Corp.*, 954 F.2d 713 (Fed. Cir. 1992) (no likelihood of confusion even though Plaintiff sold E.D.S. computer services and defendant sold EDS power supplies and battery chargers, in some instances to the same hospital, because the purchases were made by different departments within the hospital).

Although the Examining Attorney maintains that the cited marks are similar, there are clear differences between Applicant's Mark and each of the cited registrations, particularly, the respective businesses and the goods provided under each cited mark. There is no evidence in the record other than the parties' respective identification of goods. Applicant respectfully asserts that the Office has not carried its burden of establishing a likelihood of confusion in this case.

Applicant's Business

Applicant is a leading provider of services, technology, and solutions for law enforcement, public safety officials, first responders, private security, the military, and related professions and consumers. Applicant develops transforming technology with the clear goals to Protect Life, Preserve Truth, and Accelerate Justice. As part of Applicant's commitment to providing transformative technology, Applicant provides a suite of goods and services including, *inter alia*, energy weapons, video cameras, equipment, and software.

Applicant provides energy weapons and related accessories and services under its world-famous TASER trademark. TASER was also included in Applicant's company name (i.e., TASER International, Inc.) until Applicant changed its name in 2018 to Axon Enterprise, Inc.

Applicant's video cameras include cameras that can be worn (e.g., body-worn cameras) and/or mounted on vehicles, including drones and other human-operated vehicles. The video cameras come equipped with the ability to connect with and interact with energy weapons, signaling devices, mobile phones, and other electronic devices. The captured video and audio data are initially stored in the video camera and can be transferred using proprietary smartphone apps and software-as-a-service software across a data network. The video cameras feature geo-spatial tagging and the ability to communicate with weapons systems and other nearby recording systems to ensure seamless recording during an incident. Applicant's video cameras are part of a larger data management ecosystem of smartphone software and cloud-based computer software that allows for secure storage of sensitive data, management within an organization, and sharing with relevant groups.

Applicant's software offerings include downloadable software, non-downloadable software, and software-as-a-service (SaaS), mobile applications, application programming interfaces (APIs), software development kits (SDKs), and other integrated software offerings. Some of Applicant's provided software include database, records, and file management systems; evidence management systems; dynamic and automatic reporting systems; computer-aided dispatch solutions; real-time communications and situational awareness software; video-capture and live streaming software; device management software, agency performance software, and professional standards software; and many other similar offerings.

In some instances and use cases, Applicant's products and services are designed to allow a public safety consumer to diffuse potentially violent situations and promote compliance by persons who may act differently outside the presence of Applicant's products. The video cameras and software systems are further intended to allow users the convenience of using a small, compact

camera to gather evidence during in-field conflicts and prevent later assertions of impropriety by third parties.

As a natural extension of Applicant's goods and services being uniquely marketed to law enforcement, public safety officials, first responders, private security, the military, and related professions and consumers, Applicant's goods and services are sought in a commercial channel having highly-sophisticated purchasing consumers. For example, many of Applicant's goods and services are purchased for use by an entire organization (such as a law enforcement agency) and are typically subject to many layers of evaluation by a potential consumer. These large organizations and agencies typically plan and budget for Applicant's goods and services, often making high-dollar purchases of hundreds or thousands of products. In some instances, Applicant's customers rely on a sole source justification process when purchasing Applicant's products and services.

In the present trademark application, Applicant has included the following services in class 35:

Computerized database and file management; data processing services; creating indexes of information, sites and other resources available on global computer networks and other electronic and communications networks for others; providing information via voice-controlled automated inquiries, namely, providing an online automated resources for searching, locating, and providing information in the field of public safety.

Likelihood of Confusion with Registration Nos. 3,765,901 and 5,168,185

Registration Nos. 3,765,901 (ARC word mark) and 5,168,185 (ARC design mark) are owned by Airlines Reporting Corporation (the marks collectively referred to as the "Airlines Reporting Corporation Marks"). The "ARC" in each of the Airlines Reporting Corporation Marks appears to be an abbreviation (initialism) of Airlines Reporting Corporation (emphasis added). This conclusion is further confirmed by the registrant's website.¹

Applicant's services intended to be offered under Applicant's Mark are different from those listed in each of the Airlines Reporting Corporation Marks. The description of services for Applicant's Mark includes, *inter alia*, items which are connected with information management systems operated through voice commands, and items used in the field of public safety. The description of services for each of the Airlines Reporting Corporation Marks are specifically limited to the "travel" industry, and do not contain any voice command operation of use in the field of public safety..

For example, in the 3,765,901 registration, the word "travel" appears in 31 instances between all the class descriptions. In the class 035 description, "travel" is included in each of the listed services with the exception of two items directed towards commercial transaction: "settlement of commercial transactions for third parties" and "providing an online computer website that provides commercial financial transaction data, account management, financial reporting, accounting features and related reference information." In the class 036 description, "travel" is included in each of the listed services with the exception of two items directed towards credit card transactions: "credit card transaction processing services" and "issuance of stored value

¹ See <https://www2.arccorp.com/> ("© 2021 Airlines Reporting Corporation (ARC)") (last accessed April 27, 2021).

cards.” In the class 039 description, “travel” is included in each of the listed services with the exception of one item directed towards “transportation”: “reservation and booking of seats for transportation.” In the class 041 description, “travel” is included in each of the listed services with no exceptions. In the class 042 description, “travel” is included in each of the listed services with the exception of one item directed towards “technical support services”: “technical support services, namely, troubleshooting of computer software problems.”

The 5,168,185 registration contains a similar description of goods and services. The word “travel” similarly appears in 31 instances between all the class descriptions, and the above discussion of “travel” limitations in each of the class descriptions is similarly relevant and accurate.

A review of the registrant’s website confirms the highly specialized nature of the services marketed under the Airlines Reporting Corporation Marks . According to the registrant’s website, the products and services allow “participating airlines one-stop access to the U.S. agency distribution channel – approximately 13,000 points of sale – as well as financial services to process transactions, reduce risk, and address fraud; and industry expertise to support the future of airline distribution”. Screenshots from the registrant’s website are enclosed as *Attachment 1*. The registrant’s website makes it clear that its services are offered **exclusively to airlines and travel agencies**. These are highly-specialized consumer groups which are explicitly distinct from public safety agencies and the highly-sophisticated consumers Applicant markets to. Therefore, it is clear that the registrant offers specialized services in the area of travel management and **not** information management in the field of public safety.

The Examining Attorney appears to have cited the Airlines Reporting Corporation Marks as potential obstacles to registration because the description of services for each of the Airlines Reporting Corporation Marks includes “business data compiling and business analyzing,” which the Examining Attorney asserts falls under database and file management. Applicant again respectfully asserts that the cited item in full is limited to “in the field of travel.” Neither of the Airlines Reporting Corporation Marks claim or cover the very specific data management services covered by Applicant’s application, nor could any language in the description for this registration be construed broadly enough to encompass Applicant’s services. It is well-established that computer software products are not automatically “related” goods for purposes of determining whether a likelihood of confusion between two marks exists.

Thus, Applicant’s intended services cannot be considered related to the services referenced in either of the Airlines Reporting Corporation Marks. For at least that reason, Applicant respectfully asserts that there is no likelihood of confusion between the Airlines Reporting Corporation Marks and the Applicant’s Mark.

Likelihood of Confusion with Registration No. 5,178,620

Applicant’s Mark is different from Registration No. 5,178,620 (the “ARC 4.0 Mark”) in at least sight, sound, and commercial impression. The ARC 4.0 Mark has an additional, dissimilar element (“4.0”) from Applicant’s Mark. Due to the additional element, an inherent difference exists in the pronunciation of Applicant’s Mark and the ARC 4.0 Mark , which results in the marks being phonetically dissimilar. For example, the element “4.0” adds at least three additional syllables to the pronunciation (“four-point-zero” or “four-point-oh”). A consumer viewing Applicant’s Mark would immediately take notice of the absence of the “4.0” element. Accordingly, Applicant’s Mark is not visually or phonetically similar to the ARC 4.0 Mark.

The “ARC” in the ARC 4.0 Mark appears to be an abbreviation (initialism) for **Alignment Reliability Center** (emphasis added). This conclusion is further confirmed by the registrant’s

website.² The services reflected in the description for the ARC 4.0 Mark do not contain any references to data management systems which are voice activated, or which are used in the fields of public safety. A review of the registrant's website confirms the highly specialized nature of the services marketed under the ARC 4.0 Mark. These are specific consumer groups and usage applications which are distinct from those targeted by the ARC 4.0 Mark, which appear to be consumers involved in manufacturing or production which require monitoring services for purposes of diagnosis and repair. *See Attachment 2* (“[Core competencies include: Field balancing... Vibration measurement and analysis... Alignment and geometrical measurement... Remote monitoring and diagnosis of machines and systems... Training and Consulting.”).

Thus, Applicant's intended services cannot be considered related to services referenced in the ARC 4.0. For at least that reason, Applicant respectfully asserts that there is no likelihood of confusion between the ARC 4.0 Mark and the Applicant's Mark.

Likelihood of Confusion with Registration No. 4,411,274

Applicant's Mark is different from Registration No. 4,411,274 (the “ARCTERN Mark”) in at least sight, sound, and commercial impression. As disclosed on the registrant's website, “ARCTERN” is derived from the “Arctic tern,” a bird well known for its long yearly migration. *See Attachment 3* (“Analogous to our business model, the Arctic tern is best known for traveling from the North Pole to the South Pole and back to the North Pole annually!”).

Therefore, “ARCTERN” is an abbreviated combination of the words “Artic” and “tern,” having four letters from each word with the shared “T” in the middle (e.g., “ARCT” from Artic, and “TERN” from tern). The “TERN” at the end of the ARCTERN Mark changes both the appearance and the sound of the mark compared to Applicant's ARC mark. As discussed, “TERN” is not a standard suffix in the English language. A tern is a type of seabird and was added to create the ARCTERN MARK as identified above. In contrast, Applicant's mark does not contain any element that is similar to “TERN.” Accordingly, the ARCTERN Mark is visually and phonetically distinct from the Applicant's Mark.

Additionally, the services reflected in the description for the ARCTERN Mark do not contain any references to data management systems which are voice activated, or which are used in the fields of public safety. Instead, the description of services appears to encompass services exclusively pertaining to business planning, personnel management, and business audits, some of which are specifically intended for advertising, marketing, and business management consultancy. The registrant's website confirms this scope and focus of services. *See Attachment 3* (“Committed to improving its customers' profitability, Arctern provides skilled manpower resources, infrastructure, and management for various practice areas including software development, engineering, web design, technical support, call center operations, sales and marketing, customer service, research, and back-office accounting and administration”). Thus, far from performing specific operations as part of a specially-developed software program designed to process and store data, registrant's services are marketed more as outside support services, with registrant acting as a consultant. This is substantially different from business services intended to be offered as part by Applicant's specialized software platform.

² See <https://www.pruftechnik.com/en-US/Products-and-Services/Alignment-Systems-for-Rotating-Machinery/Shaft-Alignment/Software/ALIGNMENT-RELIABILITY-CENTER-4.0/> (last accessed April 27, 2021).

Accordingly, Applicant's intended services cannot be considered related to services referenced in the ARCTERN Mark. For at least that reason, Applicant respectfully asserts that there is no likelihood of confusion between the ARCTERN Mark and the Applicant's Mark.

Conclusion

In summary, consumers are unlikely to confuse Applicant's intended use of ARC with any of the cited registrations, given the differences between the parties' goods, the unique way in which Applicant sells its goods to its customers, and the differences between the parties' classes of purchasers and channels of trade. Applicant therefore respectfully requests that the Examining Attorney approve Applicant's application for publication without formally citing Registration Nos. 5168185, 3765901, 5178620, or 4411274.

III. Description of Goods

The Examining Attorney concludes that the description of goods is indefinite and must be clarified. Specifically, the Examining Attorney requested Applicant to specify the common commercial or generic name for the goods. Applicant hereby proposes the following amended description of goods:

International Class 35: Computerized database and file management; data processing services; computer services, namely, creating indexes of information, sites and other resources available on global computer networks and other electronic and communications networks for others; providing information via voice-controlled automated inquiries, namely, providing an online automated resources for searching, locating, and providing information in the field of public safety.

IV. MULTI-CLASS APPLICATION

The Examining Attorney suggests that Applicant consider adding an additional class to the application (class 45) on the grounds that some of the items in the description are more appropriately classified in the additional class. Applicant believes, in light of the proposed amendments to the description listed above, that the additional class is not necessary.

CONCLUSION

Applicant respectfully requests that the initial rejection be withdrawn and that the application be passed on to publication on the Principal Register. If the Examining Attorney has any further questions or believes that a telephone conversation might be productive, the Applicant is ready to discuss these matters at the convenience of the Examining Attorney. Thank you for your consideration of these matters.

Respectfully Submitted,

Justin Clark

Justin Clark, Esq.
J. Clark Law Firm, PLLC

ATTACHMENT 1



Our Story

ARC helps airlines and travel agencies connect, grow and thrive by delivering flexible distribution solutions, innovative technology and access to the world's most comprehensive air transaction data.



[SEE ARC IN ACTION](#)

[ON THIS PAGE](#) ▼

Forging Connections. Accelerating Growth.

In 2019, ARC managed more than \$97.4 billion in transactions between airlines and travel agencies, representing more than 302 million passenger trips.

[LEARN MORE \(/ABOUT-US/SETTLEMENT-SERVICES/\)](/about-us/settlement-services/)

Mission

Advancing and unifying the global air travel community by delivering trusted solutions, proven expertise and flexible technology.

Vision

To be the partner and platform every enterprise in air travel counts on to succeed.

Empowering Our Customers



Travel Agencies (/products-participation/travel-agencies/)

ARC equips agencies to forge strong industry relationships, grow their businesses and seamlessly book travel experiences for their clients.



Airlines (/products-participation/airlines/)

ARC's workflow tools and data solutions help airlines analyze trends, isolate growth opportunities and

streamline processes.



Corporations (/products-participation/corporations/)

ARC provides trusted data and tools to help corporations better manage their programs via benchmarking and program performance analysis.

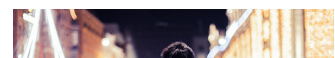


Other Data Users (/products-participation/other-data-users/)

ARC's data reflects large-scale travel trends and drills down to the smallest details, enabling companies to target their ideal audiences.

OUR DATA

Creating Opportunities with High-Quality Data



At ARC, we see the big picture, analyzing travel trends and leveraging data to empower our customers and colleagues. In a complex industry, ARC is the respected, unifying leader, paving the way for innovation and growth.



[ABOUT ARC DATA > \(/ABOUT-US/OUR-DATA/\)](#)

OUR IDENTITY

The ARC Brand

Our mission is to advance and unify the global air travel community by delivering trusted solutions, proven expertise and flexible technology. Our brand identity is a reflection of the pride we feel for our work, an acknowledgement of our history and a renewed vision for our future.



[ABOUT THE BRAND > \(/ABOUT-US/OUR-STORY/ARC-BRAND/\)](#)

OUR TEAM

Our People Make It Happen

[MEET OUR LEADERSHIP \(/ABOUT-US/LEADERSHIP-GOVERNANCE/\)](#)

[JOIN THE TEAM \(/ABOUT-US/CAREERS/\)](#)

Our Commitment

Code of Conduct

[\(/link/ebaaea8f4b9d45bda78a39c36489d7fc.aspx\)](/link/ebaaea8f4b9d45bda78a39c36489d7fc.aspx)

Navex Global EthicsPoint (an independent, anonymous service) can be accessed 24x7 via phone at 1-866-294-5698 or through their **online portal**

[\(/https://secure.ethicspoint.com/domain/en/default_reporter.asp\)](https://secure.ethicspoint.com/domain/en/default_reporter.asp) (enter entity name as Airlines Reporting Corporation)

FILE A REPORT

[\(/HTTPS://SECURE.ETHICSPPOINT.COM/DOMAIN/EN/DEFAULT_REPORTER.ASP\)](https://secure.ethicspoint.com/domain/en/default_reporter.asp)

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[\(/https://www.schellman.com/certificate-directory?certificateNumber=1427462-](https://www.schellman.com/certificate-directory?certificateNumber=1427462-9)

9).

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ATTACHMENT 2

PRUFTECHNIK SERVICES

We are here for you!



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International

The strong service portfolio for the most modern maintenance and high reliability for all assets ...

Take advantage of our individual service package and rely on the PRUFTECHNIK core competencies:

- Field balancing
- Vibration measurement and analysis
- Alignment and geometrical measurement
- Remote monitoring and diagnosis of machines and systems
- Training and Consulting



*"PRUFTECHNIK
vibration reduction
precision, innovation
and knowledge in
production equipment,
performant and*

DR. EDWIN B.

Head of PRUFTECHNIK

At the same time, as a PRUFTECHNIK customer our highly specialized TechSupport is available to you at all times to solve individual system and device problems.

PRUFTECHNIK recommends that all laser optical alignment devices be recalibrated at the latest every two years. We receive all PRUFTECHNIK alignment devices at any time and calibrate and repair these so that you can resume your work as quickly as possible.

Facts and Figures



35

YEARS OF
EXPERIENCE

100

SERVICE
ENGINEERS

5.000

WIND TURBINES
EQUIPPED WITH
PRUFTECHNIK
SYSTEMS

500.000

ROLLERS
MEASURED WITH
PARALIGN

Choose from our service portfolio



VIBRATION MEASUREMENT

Measuring, assesing and purposefully reducing vibrations >



ALIGNMENT

Alignment of shafts and machines/establishing geometric precision >



PARALIGN

PARALIGN is the fastest roll measurement method in the market >



TELEDIAGNOSIS

Remote diagnosis of your machines and assets >



CALIBRATION

For maximum reliability and accuracy of your measurement tasks >



TECHNICAL SUPPORT

Installation and final approval of PRUFTECHNIK products >

How can we help you?

Please send us your inquiry and our experts will get back to you shortly

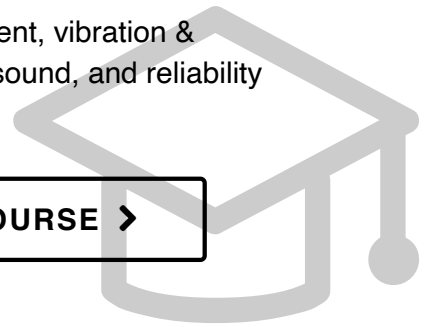
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Training

We offer alignment, vibration & balancing, ultrasound, and reliability training.

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NEWS

22. November 2019

6. August 2019

24. July 2019

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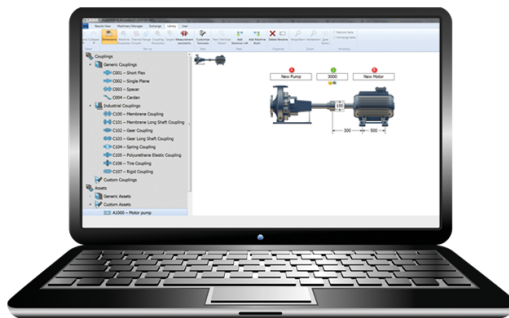
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ALIGNMENT RELIABILITY CENTER 4.0

Manage and analyze your machinery alignment data like an expert



★ Manage entire measurement cycle in one place

Prepare, analyze, report and retrieve measurements

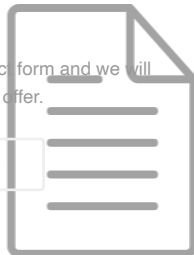
★ Asset-based data management

★ Real-time alignment data transfer

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Please fill out our contact form and we will send you a non-binding offer.

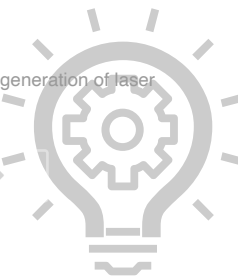
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Integrate alignment data into your asset-based plant management

Prüftechnik

- Library of customizable templates for machines, couplings, bearings and reports
- Input and consideration of bearing type when selecting the measurement type
- Graphical display of asset alignment condition over time
- Cloud communication to ROTALIGN and OPTALIGN touch handheld devices
- Powerful analysis and reporting capabilities
- Uncomplicated data exchange by USB, Wifi, Bluetooth, Cloud (depending on the measurement device)
- SQLite database for very large storage capacities

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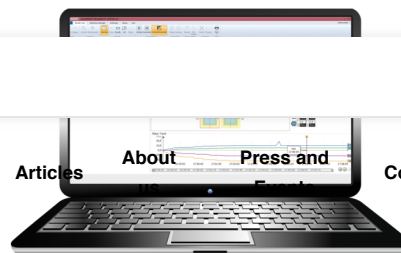
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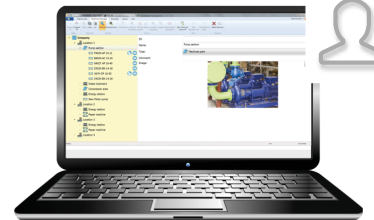
Gain insights into machinery health with alignment data

ALIGNMENT RELIABILITY CENTER 4.0 (ARC 4.0) is the central Windows-based software platform for managing machine measurement data. It is well-suited for large companies with decentralized sites, maintenance teams and services companies.

Using ARC 4.0, companies can map and manage entire plants. A library of customizable templates for assets, couplings, tolerances and reports and the automatic input of the appropriate measurement mode based on the bearing type minimize the risk of error during measurement. The graphical interface is so intuitive and user-friendly that managing and analyzing measurements is a breeze.

ARC 4.0 is much more than pure logging of the individual measurement results. All measurements performed are available at any time for every asset as measurement history (trend) and as detailed reports for analysis. Based on the trend curve, the maintenance manager gains useful insights into the health of their assets to identify the root cause of a misalignment condition or to precisely diagnose machinery issues.

The PC-software is suitable for all PRUFTECHNIK alignment systems. It supports data exchange via USB, Bluetooth and Wi-Fi depending on the measurement device.



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NEWS

29. November 2019

22. November 2019

28. October 2019




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About Us

The Arctic Tern



Our company derives its name from the champion globetrotting bird, the Arctic tern. Analogous to our business model, the Arctic tern is best known for traveling from the North Pole to the South Pole and back to the North Pole annually! With nesting grounds as far north as land extends and wintering sites on the opposite end of the earth, Arctic terns cover 22,000 miles (35,400 km) annually. Given that the sun never sets while these birds are nesting, nor during the time they spend near the South Pole, Arctic terns enjoy more hours of daylight than any other species.

The Arctic tern is a seasoned traveler. It breeds in the Northern Hemisphere, mostly within the Arctic Circle, but flies to spend the northern winter in the Southern Hemisphere, mostly in the Antarctic ice-packs. This journey to the Antarctic enables the Arctic tern to enjoy the benefits of a second summer with its long days and plentiful supply of food.

The round-trip journey between Arctic and Antarctic is 35,000 km (21,750 miles) -- roughly the same distance as the entire circumference of the earth. Considering that some Arctic Terns live 30 years or more, this means that they have traveled over 1 million km (over 650,000 miles) in their lifetime. For birds that are only 38 cm long and 300 gm in weight, this is no mean achievement!

[Learn More about Arctic Tern](#)

Awards & Accolades



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Get in Touch with Us

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Solutions & Services

Flexible Engagement Models

- [RemoteHire®](#)
- [RemoteCaptive™](#)
- [RemoteProject™](#)
- [OnsiteHire™](#)
- [Perm Placement](#)
- [Payroll Services](#)

Solutions

- Technology Solutions
- Business Process Outsourcing Solutions
- Business Process Excellence/Quality Consulting

Practice Areas

- Information Technology (IT)/Software
 - Software Development & Technology Research
 - Testing Services
 - IT Administration
 - Data Center Management
 - Web Design & Development
 - Design & Multimedia
 - Services & Technical Support
- Business Process Outsourcing (BPO)/
Knowledge Process Outsourcing (KPO)/
IT Enabled Services (ITES)
 - Accounting & Finance
 - HR & Recruitment
 - Sales & Marketing
 - Call Center/Customer Service
 - Network Administration
 - Quality & Training
 - Legal Process Outsourcing
 - Writing & Translation
 - Administration Services
- Engineering and Design
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 - Architectural Engineering
 - Aerospace Engineering
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 - Mechanical Engineering
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About Us

Corporate Overview

Who we are

Founded in late 2004, Arctern is a global services company serving the needs of businesses worldwide with the purpose of bridging the global workforce.

Competitive Edge

Committed to improving its customers' profitability, Arctern provides skilled manpower resources, infrastructure, and management for various practice areas including software development, engineering, web design, technical support, call center operations, sales and marketing, customer service, research, and back-office accounting and administration. With significant industry and business experience, global resources, and a pioneering business model called RemoteHire®, Arctern can help quickly, easily, and affordably, deploy the right people, projects, and infrastructure to meet the business objectives of small and large companies.

Since 2004, Arctern has successfully implemented the offshore outsourcing model for numerous companies across USA. Our current objective and scope of work is four folds:

For Developed Markets:

- > To bridge the need of businesses in developed nations which are facing a competitive disadvantage from their respective market leaders with regards to lower operational cost structures due to the benefits of offshore outsourcing of skilled human resources.
- > To expand the service or product offerings of businesses from developed nations to developing markets in Asia, Middle East, South America, and Africa.

For Developing Markets:

- > To bridge the need of businesses in developing nations which are growing to provide easy, one-stop access to infrastructure and skilled manpower resources in developed markets.
- > To expand the service or product offerings of businesses from developing nations to developed markets in North America, Europe, Asia, & Australia.

Company Background

Arctern's founder Bijal Mehta is a pioneering entrepreneur with more than 20 years of experience in setting up and managing successful enterprises both in India and the US. Bijal ranks among the early entrepreneurs to leverage the cost and skillset benefits of an India-US workforce model to build innovative software products for a global audience when he started iCode in the 90's. His dream was to bring this advantage of developing markets to all customers whether large or small and access to developed markets for growing companies in developing markets. It is with this vision that he started Arctern in 2004.

Under his leadership Arctern is expanding its presence in global staffing & infrastructure services and driving its growth strategy based on a global customer centric approach. Arctern is ISO 9001 and ISO 27001 certified and uses the industries best standards and practices in their services.

Team with us. Compete with Anybody™



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