

**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

U.S. APPLICATION SERIAL NO. 79205866

MARK: R-M

79205866

CORRESPONDENT ADDRESS:

BASF SE, GVX/W-C6
67056 Ludwigshafen am Rhein
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-

APPLICANT: BASF Coatings GmbH

CORRESPONDENT'S REFERENCE/DOCKET NO:

N/A

CORRESPONDENT E-MAIL ADDRESS:

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

INTERNATIONAL REGISTRATION NO. 0586294

STRICT DEADLINE TO RESPOND TO THIS NOTIFICATION: TO AVOID ABANDONMENT OF THE REQUEST FOR EXTENSION OF PROTECTION OF THE INTERNATIONAL REGISTRATION, THE USPTO MUST RECEIVE A COMPLETE RESPONSE TO THIS PROVISIONAL FULL REFUSAL NOTIFICATION **WITHIN 6 MONTHS** OF THE "DATE ON WHICH THE NOTIFICATION WAS SENT TO WIPO (MAILING DATE)" LOCATED ON THE WIPO COVER LETTER ACCOMPANYING THIS NOTIFICATION.

In addition to the Mailing Date appearing on the WIPO cover letter, a holder (hereafter "applicant") may confirm this Mailing Date using the USPTO's Trademark Status and Document Retrieval (TSDR) system at <http://tsdr.uspto.gov/>. To do so, enter the U.S. application serial number for this application and then select "Documents." The Mailing Date used to calculate the response deadline for this provisional full refusal is the "Create/Mail Date" of the "IB-1st Refusal Note."

This is a **PROVISIONAL FULL REFUSAL** of the request for extension of protection of the mark in the above-referenced U.S. application. See 15 U.S.C. §1141h(c). See below in this notification (hereafter "Office action") for details regarding the provisional full refusal.

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62, 2.65(a); TMEP §§711, 718.03.

The applicant must address the following issues:

- **Section 2(d) refusal**
- **Identification of goods requirement**
- **Mark description requirement**

SUBSTANTIVE REFUSAL

Section 2(d) Refusal – Likelihood of Confusion

Registration of the applied-for mark is refused because of a likelihood of confusion with the marks in U.S. Registration Nos. 1626504 and 3338725. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the enclosed registrations.

The applicant has applied to register: R-M with design for:

- Class 001: Chemical products for use in industry; unprocessed plastics and artificial resins, in the form of powders, pastes, liquids, emulsions and dispersions; adhesive substances for industrial purposes; solvents for varnishes and lacquers

- Class 002: Varnishes, lacquers, particularly enamels for motor vehicles and motor vehicle repair, thinners for varnishes and lacquers, preparations for catalysts and hardeners for varnishes and lacquers, particular for two-component varnishes and lacquers; compounds for spreading with a spatula, adhesives and products supplying the primer layer for pre-treatment of surfaces before varnishing; anti-rust products
- Class 003: Cleaning, polishing, scouring and abrasive preparations for the treatment of motor vehicle bodies

The registered marks are:

- R-M with design for:
 - Class 001: ADDITIVES FOR AUTOMOTIVE AND INDUSTRIAL LACQUERS AND ENAMELS, NAMELY, FLEXIBILIZING AGENTS, AGENTS TO ENHANCE [GLASS] * GLOSS * AND DRYING SPEED, AND WETTING AGENTS AND SOLVENTS COMPOSITIONS FOR AUTOMOTIVE AND INDUSTRIAL LACQUERS AND ENAMELS
 - Class 002: AUTOMOTIVE AND INDUSTRIAL LACQUERS, ENAMELS AND BASE PAINTS; AUTOMOTIVE AND INDUSTRIAL BODY PUTTIES AND FILLERS; AND AUTOMOTIVE AND INDUSTRIAL PRIMERS, SEALERS AND PRIMER-SURFACES.
 - Class 003: CLEANING AND ABRADING COMPOSITIONS USED TO PREPARE AUTOMOTIVE AND INDUSTRIAL BODY SURFACES TO PERMIT GREATER ADHESION, FLEXIBILITY, GLOSS AND DURABILITY OF SURFACE FINISHING PRODUCTS, NAMELY, LACQUERS AND ENAMELS; COMPOSITIONS USED TO ENHANCE THE GLOSS OF LACQUERS AND ENAMELS ON AUTOMOTIVE AND INDUSTRIAL BODY SURFACES
- R-M for:
 - Class 001: Chemical additives for automotive and industrial lacquers and enamels, namely, chemical flexibilizing agents, chemical agents to enhance gloss and drying speed, and wetting agents and solvent compositions for automotive and industrial lacquers and enamels; automotive and industrial body repair putties and fillers; chemical compositions to enhance the gloss of lacquers and enamels on automotive and industrial body surfaces
 - Class 002: Automotive and industrial lacquers, enamel paints and base paints; and automotive and industrial [print] * paint * primers, paint sealers and primer for preparing surfaces to be painted.
 - Class 003: Cleaning and abrading compositions used to prepare automotive and industrial body surfaces to permit greater adhesion, flexibility, gloss and durability of surface finishing products, namely, lacquers and enamels; cleaning compositions used to enhance the gloss of lacquers and enamels on automotive and industrial body surfaces

Trademark Act Section 2(d) bars registration of an applied-for mark that so resembles a registered mark that it is likely that a potential consumer would be confused or mistaken or deceived as to the source of the goods and/or services of the applicant and registrant. See 15 U.S.C. §1052(d). The court in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973) listed the principal factors to be considered when determining whether there is a likelihood of confusion under Section 2(d). See TMEP §1207.01. However, not all of the factors are necessarily relevant or of equal weight, and any one factor may be dominant in a given case, depending upon the evidence of record. *In re Majestic Distilling Co.*, 315 F.3d 1311, 1315, 65 USPQ2d 1201, 1204 (Fed. Cir. 2003); see *In re E. I. du Pont*, 476 F.2d at 1361-62, 177 USPQ at 567.

Taking into account the relevant *du Pont* factors, a likelihood of confusion determination in this case involves a two-part analysis. See *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361-62, 177 USPQ 563, 567 (C.C.P.A. 1973); *In re Ist USA Realty Prof'ls Inc.*, 84 USPQ2d 1581, 1584 (TTAB 2007); see also *In re Dixie Rests. Inc.*, 105 F.3d 1405, 1406-07, 41 USPQ2d 1531, 1533 (Fed. Cir. 1997). The marks are compared for similarities in their appearance, sound, connotation and commercial impression. TMEP §§1207.01, 1207.01(b). The goods and/or services are compared to determine whether they are similar or commercially related or travel in the same trade channels. See *Herbko Int'l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 USPQ2d 1375, 1380 (Fed. Cir. 2002); *Han Beauty, Inc. v. Alberto-Culver Co.*, 236 F.3d 1333, 1336, 57 USPQ2d 1557, 1559 (Fed. Cir. 2001); TMEP §§1207.01, 1207.01(a)(vi).

Comparison of the Marks

In a likelihood of confusion determination, the marks are compared for similarities in their appearance, sound, meaning or connotation and commercial impression. *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973); TMEP §1207.01(b). Similarity in any one of these elements may be sufficient to find a likelihood of confusion. *In re White Swan Ltd.*, 8 USPQ2d 1534, 1535 (TTAB 1988); *In re Lamson Oil Co.*, 6 USPQ2d 1041, 1043 (TTAB 1987); see TMEP §1207.01(b).

In the present case, applicant's mark is R-M with hexagonal design and registrant's mark in U.S. Registration No. 1626504 is R-M with hexagonal design. These marks are identical in appearance, sound, and meaning, "and have the potential to be used . . . in exactly the same manner." *In re i.am.symbolic, llc*, 116 USPQ2d 1406, 1411 (TTAB 2015). Additionally, because they are identical, these marks are likely to engender the same connotation and overall commercial impression when considered in connection with applicant's and registrant's respective goods and/or services. *Id.*

Therefore, the marks are confusingly similar.

In the present case, applicant's mark R-M with design is similar to the registered mark in U.S. Registration No. 3338725 in sound, appearance, and connotation. The marks are similar in appearance, sound, and connotation as the only literal element in both marks is the identically spelled term "R-M." For a composite mark containing both words and a design, the word portion may be more likely to indicate the origin of the goods and/or services because it is that portion of the mark that consumers use when referring to or requesting the goods and/or services. *Bond v. Taylor*, 119 USPQ2d 1049, 1055 (TTAB 2016) (citing *In re Vittera Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908, 1911 (Fed. Cir. 2012)); TMEP §1207.01(c) (ii). Thus, although such marks must be compared in their entireties, the word portion is often considered the dominant feature and is accorded greater weight in determining whether marks are confusingly similar, even where the word portion has been disclaimed. *In re Vittera Inc.*, 671 F.3d at 1366-67, 101 USPQ2d at 1911 (citing *Giant Food, Inc. v. Nation's Foodservice, Inc.*, 710 F.2d 1565, 1570-71, 218 USPQ2d 390, 395 (Fed. Cir. 1983)).

Overall, the marks have the same commercial impression.

Comparison of Goods

The goods and/or services of the parties need not be identical or even competitive to find a likelihood of confusion. See *On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086, 56 USPQ2d 1471, 1475 (Fed. Cir. 2000); *Recot, Inc. v. Becton*, 214 F.3d 1322, 1329, 54 USPQ2d 1894, 1898 (Fed. Cir. 2000) (“[E]ven if the goods in question are different from, and thus not related to, one another in kind, the same goods can be related in the mind of the consuming public as to the origin of the goods.”); TMEP §1207.01(a)(i).

The respective goods and/or services need only be “related in some manner and/or if the circumstances surrounding their marketing are such that they could give rise to the mistaken belief that [the goods and/or services] emanate from the same source.” *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369, 101 USPQ2d 1713, 1722 (Fed. Cir. 2012) (quoting *7-Eleven Inc. v. Wechsler*, 83 USPQ2d 1715, 1724 (TTAB 2007)); TMEP §1207.01(a)(i).

With respect to applicant’s and registrant’s goods and/or services, the question of likelihood of confusion is determined based on the description of the goods and/or services stated in the application and registration at issue, not on extrinsic evidence of actual use. See *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1323, 110 USPQ2d 1157, 1162 (Fed. Cir. 2014) (quoting *Octocom Sys. Inc. v. Hous. Computers Servs. Inc.*, 918 F.2d 937, 942, 16 USPQ2d 1783, 1787 (Fed. Cir. 1990)).

Absent restrictions in an application and/or registration, the identified goods and/or services are “presumed to travel in the same channels of trade to the same class of purchasers.” *In re Viterro Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012) (quoting *Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1268, 62 USPQ2d 1001, 1005 (Fed. Cir. 2002)). Additionally, unrestricted and broad identifications are presumed to encompass all goods and/or services of the type described. See, e.g., *Sw. Mgmt., Inc. v. Ocinomled, Ltd.*, 115 USPQ2d 1007, 1025 (TTAB 2015); *In re N.A.D., Inc.*, 57 USPQ2d 1872, 1874 (TTAB 2000).

In this case, the identification set forth in the application and registration(s) has no restrictions as to nature, type, channels of trade, or classes of purchasers. Therefore, it is presumed that these goods and/or services travel in all normal channels of trade, and are available to the same class of purchasers. Further, the application uses broad wording to describe the goods and/or services and this wording is presumed to encompass all goods and/or services of the type described, including those in registrant’s more narrow identification.

Accordingly, the goods and/or services would be sold to the same class of purchasers and encountered under circumstances leading one to mistakenly believe the goods and/or services originate from the same source.

Since the marks are similar and the goods and/or services are related, there is a likelihood of confusion as to the source of the applicant’s goods and/or services. Therefore, applicant’s mark is not entitled to registration.

Claim of Cited Registrations

If the marks in the cited registrations have been assigned to applicant, applicant can provide evidence of ownership of the marks by satisfying one of the following:

- (1) Record the assignment with the International Bureau and promptly notify the trademark examining attorney that the assignment has been duly recorded;
- (2) Submit copies of documents evidencing the chain of title; or
- (3) Submit the following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: “**Applicant is the owner of U.S. Registration Nos. 1626504 and 3338725.**” To provide this statement using the Trademark Electronic Application System (TEAS), use the “Response to Office Action” form; answer “yes” to wizard questions #3 and #10; then, continuing on to the next portion of the form, in the “Additional Statement(s)” section, find “Active Prior Registration(s)” and insert the U.S. registration numbers in the data fields; and follow the instructions within the form for signing. The form must be signed twice; a signature is required both in the “Declaration Signature” section and in the “Response Signature” section.

TMEP §812.01; see 15 U.S.C. §1141i; 37 C.F.R. §§2.193(e)(1), 3.73, 7.22; TMEP §502.02(b).

Merely recording a document with the International Bureau does not constitute a response to an Office action. See TMEP §503.01(d).

Although applicant’s mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

If applicant responds to the refusal(s), applicant must also respond to the requirement(s) set forth below.

PROCEDURAL ISSUES

Identification of Goods Requirement

International Class 001: Applicant has identified the goods and/or services as “Chemical products for use in industry; unprocessed plastics and artificial resins, in the form of powders, pastes, liquids, emulsions and dispersions; adhesive substances for industrial purposes; solvents for varnishes and lacquers.”

International Class 002: Applicant has identified the goods and/or services as “Varnishes, lacquers, particularly enamels for motor vehicles and motor vehicle repair, thinners for varnishes and lacquers, preparations for catalysts and hardeners for varnishes and lacquers, particular for two-component varnishes and lacquers; compounds for spreading with a spatula, adhesives and products supplying the primer layer for pre-treatment of surfaces before varnishing; anti-rust products.”

International Class 003: Applicant has identified the goods and/or services as “Cleaning, polishing, scouring and abrasive preparations for the treatment of motor vehicle bodies.”

The wording “lacquers, particularly enamels for motor vehicles and motor vehicle repair,” “preparations for catalysts and hardeners for varnishes and lacquers, particular for two-component varnishes and lacquers,” “compounds for spreading with a spatula, adhesives and products supplying the primer layer for pre-treatment of surfaces before varnishing,” and “anti-rust products” in the identification of goods is indefinite and must be clarified because the type must be specified by common commercial name in Class 002. See TMEP §§1402.01.

Applicant may amend the identification to list only those items that are within the scope of the goods and/or services set forth in the application or within the scope of a previously accepted amendment to the identification. See 37 C.F.R. §2.71(a); TMEP §§1402.06 *et seq.*, 1402.07.

The international classification of goods and/or services in applications filed under Trademark Act Section 66(a) cannot be changed from the classification the International Bureau assigned to the goods and/or services in the corresponding international registration. TMEP §§1401.03(d), 1904.02(b).

Therefore, any modification to this wording must identify goods and/or services that are within the scope of the goods and/or services set forth in the present identification.

The following substitute wording is suggested, if appropriate:

- Class 001: Chemical products for use in industry; unprocessed plastics and artificial resins, in the form of powders, pastes, liquids, emulsions and dispersions; adhesive substances for industrial purposes; solvents for varnishes and lacquers
- Class 002: Varnishes, lacquers, particularly **enamel {specify type, e.g., paints, vitreous paints, etc.}** for motor vehicles and motor vehicle repair, thinners for varnishes and lacquers, preparations for catalysts and hardeners, **namely, {specify type by common commercial name in Class 002}** for varnishes and lacquers, particular for two-component varnishes and lacquers; compounds for spreading with a spatula, **namely, {specify type by common commercial name in Class 002}**, adhesives, **namely, {specify type by common commercial name in Class 002}** and products, **namely, {specify type by common commercial name in Class 002}** supplying the primer layer for pre-treatment of surfaces before varnishing; anti-rust **{specify type, e.g., greases, oils, sealants, etc.}**
- Class 003: Cleaning, polishing, scouring and abrasive preparations for the treatment of motor vehicle bodies

For assistance with identifying and classifying goods and/or services in trademark applications, please see the online searchable Manual of Acceptable Identifications of Goods and Services at <http://tess2.uspto.gov/netahtml/tidm.html>. See TMEP §1402.04.

Mark Description Requirement

The applied-for mark is not in standard characters and applicant did not provide a description of the mark with the initial application. Applications for marks not in standard characters must include an accurate and concise description of the entire mark that identifies literal elements as well as any design elements. See 37 C.F.R. §2.37; TMEP §§808.01, 808.02, 808.03(b).

Therefore, applicant must provide a description of the applied-for mark. The following is suggested:

The mark consists of the stylized wording “R-M” within a hexagon.

RESPONSE GUIDELINES

For this application to proceed toward registration, applicant must explicitly address each refusal and/or requirement raised in this Office action. If the action includes a refusal, applicant may provide arguments and/or evidence as to why the refusal should be withdrawn and the mark should register. Applicant may also have other options for responding to a refusal and should consider such options carefully. To respond to requirements and certain refusal response options, applicant should set forth in writing the required changes or statements.

If applicant does not respond to this Office action within six months of the issue/ mailing date, or responds by expressly abandoning the application, the application process will end, the trademark will fail to register, and the application fee will not be refunded. *See* 15 U.S.C. §1062(b); 37 C.F.R. §§2.65(a), 2.68(a), 2.209(a); TMEP §§405.04, 718.01, 718.02. Where the application has been abandoned for failure to respond to an Office action, applicant’s only option would be to file a timely petition to revive the application, which, if granted, would allow the application to return to live status. *See* 37 C.F.R. §2.66; TMEP §1714. There is a \$100 fee for such petitions. *See* 37 C.F.R. §§2.6, 2.66(b)(1).

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant’s rights. *See* TMEP §§705.02, 709.06.

WHO IS PERMITTED TO RESPOND TO THIS PROVISIONAL FULL REFUSAL: Any response to this provisional refusal must be personally signed by an individual applicant, all joint applicants, or someone with legal authority to bind a juristic applicant (e.g., a corporate officer or general partner). 37 C.F.R. §§2.62(b), 2.193(e)(2)(ii); TMEP §712.01. If applicant hires a qualified U.S. attorney to respond on his or her behalf, then the attorney must sign the response. 37 C.F.R. §§2.193(e)(2)(i), 11.18(a); TMEP §§611.03(b), 712.01. Qualified U.S. attorneys include those in good standing with a bar of the highest court of any U.S. state, the District of Columbia, Puerto Rico, and other U.S. commonwealths or U.S. territories. *See* 37 C.F.R. §§2.17(a), 2.62(b), 11.1, 11.14(a); TMEP §§602, 712.01. Additionally, for all responses, the proper signatory must personally sign the document or personally enter his or her electronic signature on the electronic filing. *See* 37 C.F.R. §2.193(a); TMEP §§611.01(b), 611.02. The name of the signatory must also be printed or typed immediately below or adjacent to the signature, or identified elsewhere in the filing. 37 C.F.R. §2.193(d); TMEP §611.01(b).

In general, foreign attorneys are not permitted to represent applicants before the USPTO (e.g., file written communications, authorize an amendment to an application, or submit legal arguments in response to a requirement or refusal). *See* 37 C.F.R. §11.14(c), (e); TMEP §§602.03-.03(b), 608.01.

DESIGNATION OF DOMESTIC REPRESENTATIVE: The USPTO encourages applicants who do not reside in the United States to designate a domestic representative upon whom any notice or process may be served. TMEP §610; *see* 15 U.S.C. §§1051(e), 1141h(d); 37 C.F.R. §2.24(a) (1)-(2). Such designations may be filed online at <http://www.uspto.gov/trademarks/teas/correspondence.jsp>.

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TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/ mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at

<http://tsdr.uspto.gov/>. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at <http://www.uspto.gov/trademarks/teas/correspondence.jsp>.

DESIGN MARK

Serial Number

74011787

Status

REGISTERED AND RENEWED

Word Mark

R-M

Standard Character Mark

No

Registration Number

1626504

Date Registered

1990/12/11

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner

BASE CORPORATION CORPORATION DELAWARE 100 Campus Drive Florham Park
NEW JERSEY 07932

Goods/Services

Class Status -- ACTIVE. IC 002. US 016. G & S: AUTOMOTIVE AND INDUSTRIAL LACQUERS, ENAMELS AND BASE PAINTS; AUTOMOTIVE AND INDUSTRIAL BODY PUTTIES AND FILLERS; AND AUTOMOTIVE AND INDUSTRIAL PRIMERS, SEALERS AND PRIMER-SURFACES. First Use: 1989/08/00. First Use In Commerce: 1989/08/00.

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S: CLEANING AND ABRADING COMPOSITIONS USED TO PREPARE AUTOMOTIVE AND INDUSTRIAL BODY SURFACES TO PERMIT GREATER ADHESION, FLEXIBILITY, GLOSS AND DURABILITY OF SURFACE FINISHING PRODUCTS, NAMELY, LACQUERS AND ENAMELS; COMPOSITIONS USED TO ENHANCE THE GLOSS OF LACQUERS AND ENAMELS ON AUTOMOTIVE AND INDUSTRIAL BODY SURFACES. First Use: 1989/08/00. First Use In Commerce: 1989/08/00.

Goods/Services

Class Status -- ACTIVE. IC 001. US 001 005 006 010 026 046. G & S:

ADDITIVES FOR AUTOMOTIVE AND INDUSTRIAL LACQUERS AND ENAMELS, NAMELY, FLEXIBILIZING AGENTS, AGENTS TO ENHANCE [GLASS] * GLOSS * AND DRYING SPEED, AND WETTING AGENTS AND SOLVENTS COMPOSITIONS FOR AUTOMOTIVE AND INDUSTRIAL LACQUERS AND ENAMELS. First Use: 1989/08/00. First Use In Commerce: 1989/08/00.

Filing Date

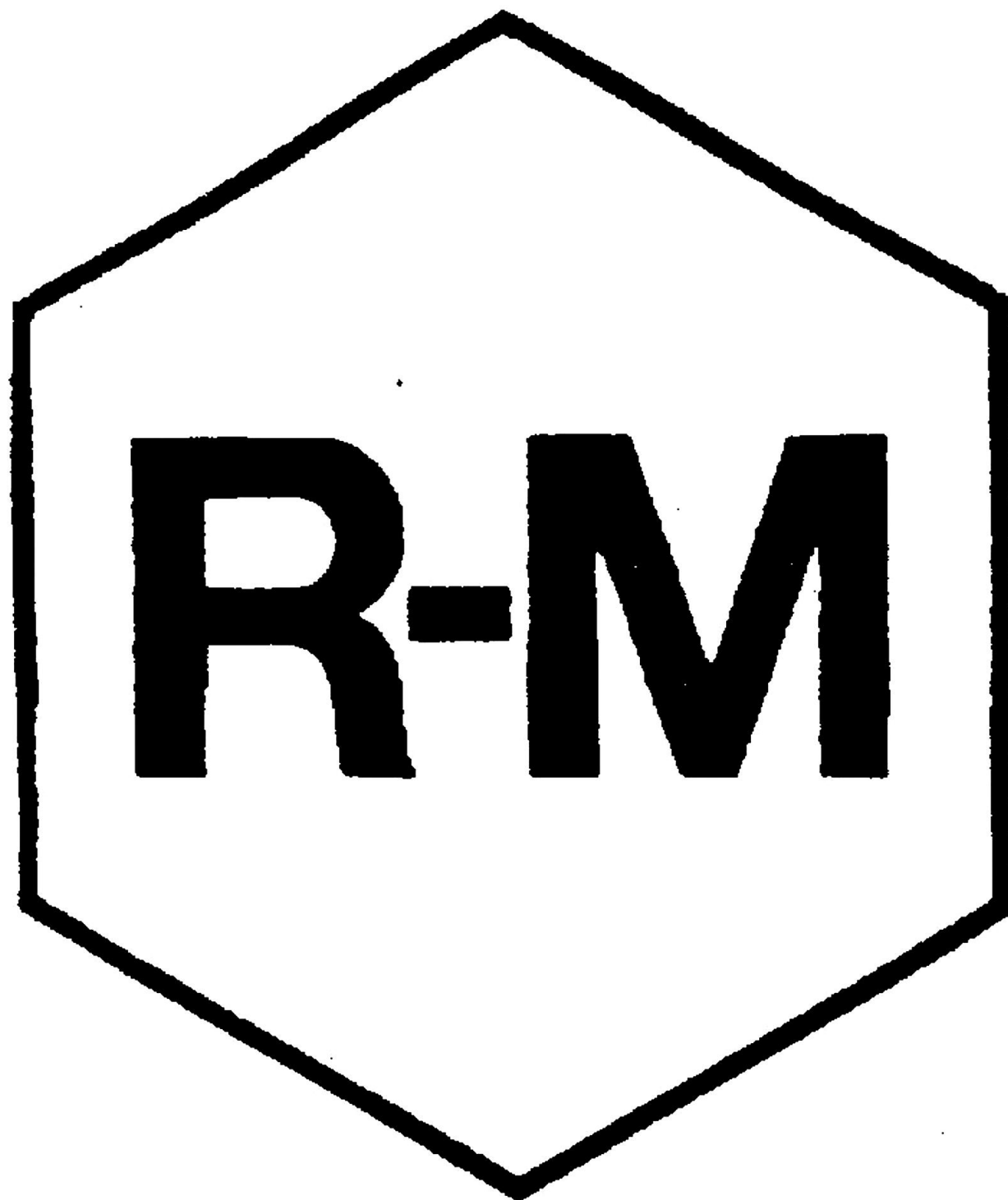
1989/12/18

Examining Attorney

DRAKE, JODY H.

Attorney of Record

Joyce M. Ferraro



DESIGN MARK

Serial Number

77115878

Status

SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

Word Mark

R-M

Standard Character Mark

Yes

Registration Number

3338725

Date Registered

2007/11/20

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

BASF Corporation CORPORATION DELAWARE 100 Park Avenue Florham Park NEW JERSEY 07932

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S: Cleaning and abrading compositions used to prepare automotive and industrial body surfaces to permit greater adhesion, flexibility, gloss and durability of surface finishing products, namely, lacquers and enamels; cleaning compositions used to enhance the gloss of lacquers and enamels on automotive and industrial body surfaces. First Use: 1936/02/00. First Use In Commerce: 1936/02/00.

Goods/Services

Class Status -- ACTIVE. IC 002. US 006 011 016. G & S: Automotive and industrial lacquers, enamel paints and base paints; and automotive and industrial [print] * paint * primers, paint sealers and primer for preparing surfaces to be painted. First Use: 1925/01/00. First Use In Commerce: 1925/01/00.

Goods/Services

Class Status -- ACTIVE. IC 001. US 001 005 006 010 026 046. G & S:

Chemical additives for automotive and industrial lacquers and enamels, namely, chemical flexibilizing agents, chemical agents to enhance gloss and drying speed, and wetting agents and solvent compositions for automotive and industrial lacquers and enamels; automotive and industrial body repair putties and fillers; chemical compositions to enhance the gloss of lacquers and enamels on automotive and industrial body surfaces. First Use: 1956/01/00. First Use In Commerce: 1956/01/00.

Prior Registration(s)

1626504

Filing Date

2007/02/26

Examining Attorney

RUTLAND, BARBARA

Attorney of Record

Joyce M. Ferraro

R-M