

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

U.S. APPLICATION SERIAL NO. 79228653

MARK: SAHARA PREMIUM

**\*79228653\***

**CORRESPONDENT ADDRESS:**

RIVEDIL DI CODARDO COSIMO  
c/o Avv. Chiara Urbano,  
Via De Gasperi, 32  
I-73015 Salice Salentino (Lecce)  
ITALY

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APPLICANT: RIVEDIL DI CODARDO COSIMO

CORRESPONDENT'S REFERENCE/DOCKET NO:

N/A

CORRESPONDENT E-MAIL ADDRESS:

**OFFICE ACTION**

**INTERNATIONAL REGISTRATION NO. 1393518**

**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 issues below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

**SUMMARY OF ISSUES:**

- Section 2(d) Likelihood of Confusion Refusal
- Prior-Filed Application Advisory
- Identification of Goods
- Disclaimer Required
- Mark Description
- Attorney Advisory

**SECTION 2(d) REFUSAL – LIKELIHOOD OF CONFUSION**

Registration of the applied-for mark is refused because of a likelihood of confusion with the mark in U.S. Registration No. 4716478. Trademark Act Section 2(d), 15 U.S.C. §1052(d); see TMEP §§1207.01 *et seq.* See the attached registration.

Applicant's applied-for mark is **SAHARA PREMIUM** for:

Class 002 - Paints; mordants; varnishes; aluminium paints; anti-corrosive preparations; bactericidal paints; badigeon; wood coatings [paints]; wood mordants; wood stains; sienna earth; coatings for roofing felt [paints]; lime wash; colorants; wood preservatives; thinners for paints; thinners for lacquers; dyes; pigments; distempers; enamels [varnishes]; enamels for painting; coatings [paints]; fixatives [varnishes]; glazes [paints, lacquers]; protective preparations for metals; anti-rust preparations for preservation; whitewash; dyewood; coloring [colouring] wood; lacquers; anti-fouling paints; turpentine [thinner for paints].

Registrant's mark is **SAHARA** for:

Class 002 - Automotive paints; Paint additive made of recycled material to add texture, color, or reflection; Paints; Powdered paints.

Trademark Act Section 2(d) bars registration of an applied-for mark that so resembles a registered mark that it is likely a consumer would be confused, mistaken, or deceived as to the source of the goods of the applicant and registrant. See 15 U.S.C. §1052(d). Determining likelihood of confusion is made on a case-by-case basis by applying the factors set forth in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567

(C.C.P.A. 1973). *In re i.am.symbolic, llc*, 866 F.3d 1315, 1322, 123 USPQ2d 1744, 1747 (Fed. Cir. 2017). However, “[n]ot all of the [*du Pont*] factors are relevant to every case, and only factors of significance to the particular mark need be considered.” *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1366, 101 USPQ2d 1713, 1719 (Fed. Cir. 2012) (quoting *In re Mighty Leaf Tea*, 601 F.3d 1342, 1346, 94 USPQ2d 1257, 1259 (Fed. Cir. 2010)). The USPTO may focus its analysis “on dispositive factors, such as similarity of the marks and relatedness of the goods.” *In re i.am.symbolic, llc*, 866 F.3d at 1322, 123 USPQ2d at 1747 (quoting *Herbko Int’l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 USPQ2d 1375, 1380 (Fed. Cir. 2002)); see TMEP §1207.01.

## COMPARISON OF THE MARKS

Applicant’s applied-for mark is **SAHARA PREMIUM**. Registrant’s mark is **SAHARA**.

Marks are compared in their entirety for similarities in appearance, sound, connotation, and commercial impression. *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 USPQ2d 1157, 1160 (Fed. Cir. 2014) (quoting *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F.3d 1369, 1371, 73 USPQ2d 1689, 1691 (Fed. Cir. 2005)); TMEP §1207.01(b)-(b)(v). “Similarity in any one of these elements may be sufficient to find the marks confusingly similar.” *In re Davia*, 110 USPQ2d 1810, 1812 (TTAB 2014) (citing *In re 1st USA Realty Prof’ls, Inc.*, 84 USPQ2d 1581, 1586 (TTAB 2007)); *In re White Swan Ltd.*, 8 USPQ2d 1534, 1535 (TTAB 1988)); TMEP §1207.01(b).

In this case, the beginning of applicant’s mark, SAHARA, is identical to the entirety of registrant’s mark, SAHARA.

Consumers are generally more inclined to focus on the first word, prefix, or syllable in any trademark or service mark. See *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F.3d 1369, 1372, 73 USPQ2d 1689, 1692 (Fed. Cir. 2005) (“VEUVE . . . remains a ‘prominent feature’ as the first word in the mark and the first word to appear on the label”); *In re Integrated Embedded*, 120 USPQ2d 1504, 1513 (TTAB 2016) (“[T]he dominance of BARR in [a]pplicant’s mark BARR GROUP is reinforced by its location as the first word in the mark.”); *Presto Prods., Inc. v. Nice-Pak Prods., Inc.*, 9 USPQ2d 1895, 1897 (TTAB 1988) (“it is often the first part of a mark which is most likely to be impressed upon the mind of a purchaser and remembered” when making purchasing decisions).

Applicant’s addition of the term PREMIUM does not obviate the other similarities between the marks, as applicant has been asked to disclaim this term as merely laudatory in relation to its goods. Thus, the marks are identical in dominant portion.

Although marks are compared in their entirety, one feature of a mark may be more significant or dominant in creating a commercial impression. See *In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012); *In re Nat’l Data Corp.*, 753 F.2d 1056, 1058, 224 USPQ 749, 751 (Fed. Cir. 1985); TMEP §1207.01(b)(viii), (c)(ii). Disclaimed matter that is descriptive of or generic for a party’s goods is typically less significant or less dominant when comparing marks. See *In re Dixie Rests., Inc.*, 105 F.3d 1405, 1407, 41 USPQ2d 1531, 1533-34 (Fed. Cir. 1997); *In re Nat’l Data Corp.*, 753 F.2d at 1060, 224 USPQ at 752; TMEP §1207.01(b)(viii), (c)(ii).

Finally, adding a term to a registered mark generally does not obviate the similarity between the compared marks, as in the present case, nor does it overcome a likelihood of confusion under Section 2(d). See *Coca-Cola Bottling Co. v. Jos. E. Seagram & Sons, Inc.*, 526 F.2d 556, 557, 188 USPQ 105, 106 (C.C.P.A. 1975) (finding BENGAL and BENGAL LANCER and design confusingly similar); *In re Toshiba Med. Sys. Corp.*, 91 USPQ2d 1266, 1269 (TTAB 2009) (finding TITAN and VANTAGE TITAN confusingly similar); *In re El Torito Rests., Inc.*, 9 USPQ2d 2002, 2004 (TTAB 1988) (finding MACHO and MACHO COMBOS confusingly similar); TMEP §1207.01(b)(iii). In the present case, the marks are identical in part.

As applicant’s and registrant’s marks are highly similar in sound, appearance, connotation, and commercial impression, this factor weighs in favor of a finding of likelihood of confusion.

## COMPARISON OF THE GOODS

Applicant’s goods are:

Class 002 - Paints; mordants; varnishes; aluminium paints; anti-corrosive preparations; bactericidal paints; badigeon; wood coatings [paints]; wood mordants; wood stains; sienna earth; coatings for roofing felt [paints]; lime wash; colorants; wood preservatives; thinners for paints; thinners for lacquers; dyes; pigments; distempers; enamels [varnishes]; enamels for painting; coatings [paints]; fixatives [varnishes]; glazes [paints, lacquers]; protective preparations for metals; anti-rust preparations for preservation; whitewash; dyewood; coloring [colouring] wood; lacquers; anti-fouling paints; turpentine [thinner for paints].

Registrant’s goods are:

Class 002 - Automotive paints; Paint additive made of recycled material to add texture, color, or reflection; Paints; Powdered paints.

The compared goods 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); TMEP §1207.01(a)(i). They 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] 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).

The application uses broad wording to describe “Paints,” which presumably encompasses all goods of the type described, including registrant’s more

narrow “Automotive paints; Paint additive made of recycled material to add texture, color, or reflection; Paints; Powdered paints.” *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). Additionally, the goods of the parties have no restrictions as to nature, type, channels of trade, or classes of purchasers and 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)).

Determining likelihood of confusion is based on the description of the goods and/or services stated in the application and registration at issue, not on 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)).

As applicant’s and registration’s marks are highly similar and applicant’s and registrant’s goods are identical, overlapping, or highly related, registration must be refused for likelihood of confusion.

Although applicant’s mark has been refused registration, applicant may respond to the refusal by submitting evidence and arguments in support of registration. However, if applicant responds to the refusal, applicant must also respond to the requirements set forth below.

#### **PRIOR-FILED APPLICATION ADVISORY**

The filing date of pending U.S. Application Serial No. 86903227 precedes applicant’s filing date. See attached referenced application. If the mark in the referenced application registers, applicant’s mark may be refused registration under Trademark Act Section 2(d) because of a likelihood of confusion between the two marks. *See* 15 U.S.C. §1052(d); 37 C.F.R. §2.83; TMEP §§1208 *et seq.* Therefore, upon receipt of applicant’s response to this Office action, action on this application may be suspended pending final disposition of the earlier-filed referenced application.

In response to this Office action, applicant may present arguments in support of registration by addressing the issue of the potential conflict between applicant’s mark and the mark in the referenced application. Applicant’s election not to submit arguments at this time in no way limits applicant’s right to address this issue later if a refusal under Section 2(d) issues.

#### **IDENTIFICATION OF GOODS**

The identification of goods is unacceptable because portions are indefinite and must be clarified. For example, applicant must specify the types of “anti-corrosive preparations,” such as “oils,” “papers,” or “paints.” Further, applicant must specify the types of “dyes” to be claimed, such as “basic dyes” or “vat dyes.” Finally, applicant must also state the types of “coatings” covered by the applicant, such as “weatherproofing” or “clear.” *See* 37 C.F.R. §2.32(a)(6); TMEP §1402.06

Additionally, the identification of goods contains brackets. Generally, applicants should *not* use parentheses and brackets in identifications in their applications so as to avoid confusion with the USPTO’s practice of using parentheses and brackets in registrations to indicate goods that have been deleted from registrations or in an affidavit of incontestability to indicate goods not claimed. *See* TMEP §1402.12. The only exception is that parenthetical information is permitted in identifications in an application if it serves to explain or translate the matter immediately preceding the parenthetical phrase in such a way that it does not affect the clarity or scope of the identification, e.g., “fried tofu pieces (abura-age).” *Id.*

Therefore, applicant must remove the brackets from the identification and incorporate any parenthetical or bracketed information into the description of the goods.

#### **SUGGESTED AMENDMENT**

Applicant may substitute the following wording, if accurate:

Class 002 - Paints; mordants **for use in the {indicate specific industry or area of use}**; varnishes; aluminium paints; anti-corrosive preparations **in the nature of {specify types, e.g., oils, papers, paints, coatings, tape}**; bactericidal paints; **coatings comprised of cement, namely**, badigeon; coatings for woods as paint; mordant **dyes** for wood; wood stains; sienna earth as **pigment**; coatings for roofing felt **in the nature of** paints; lime wash; colorants; wood preservatives; thinners for paints; thinners for lacquers; **{specify type(s) of dyes in Class 002 only, e.g., basic, vat, ultramarine, aniline, synthetic, natural}** dyes; pigments; distempers; enamels **for use as** varnishes; enamels for painting; **{specify type(s) in Class 002 only, e.g., weatherproofing, clear, pigmented, non-stick}** coatings **in the nature of** paints; fixatives **in the nature of** varnishes; glazes ~~{paints, lacquers}~~; protective preparations **in the nature of** coatings **for the exterior surfaces of** metals; anti-rust preparations for preservation **in the nature of {specify types, e.g., oils, papers, paints, coatings, tape}**; whitewash; dyewood; **preparations for coloring {colouring}** wood **in the nature of** wood stains; lacquers; anti-fouling paints; turpentine **for use as paint thinner**.

Applicant may amend the identification to clarify or limit the goods, but not to broaden or expand the goods beyond those in the original application or as acceptably amended. *See* 37 C.F.R. §2.71(a); TMEP §1402.06. Generally, any deleted goods may not later be reinserted. *See* TMEP §1402.07(e). Additionally, for applications filed under Trademark Act Section 66(a), the scope of the identification for purposes of permissible amendments is limited by the international class assigned by the International Bureau of the World Intellectual Property Organization (International Bureau); and the classification of goods may not be changed from that assigned by the International Bureau. 37 C.F.R. §2.85(d); TMEP §§1401.03(d), 1904.02(b). Further, in a multiple-class Section 66(a) application, classes may not be added or goods transferred from one existing class to another. 37 C.F.R. §2.85(d); TMEP §1401.03(d).

For assistance with identifying and classifying goods and services in trademark applications, please see the USPTO’s online searchable [U.S. Acceptable Identification of Goods and Services Manual](#). *See* TMEP §1402.04.

## **DISCLAIMER REQUIRED**

Applicant must disclaim the wording "PREMIUM" because it is laudatory (attributes quality or excellence) and thus merely describes the alleged merit of applicant's goods. See 15 U.S.C. §§1052(e)(1), 1056(a); *DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d 1247, 1256, 103 USPQ2d 1753, 1759 (Fed. Cir. 2012); TMEP §1209.03(k).

"Self-laudatory or puffing marks are regarded as a condensed form of describing the character or quality of the goods." *DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d at 1256, 103 USPQ2d at 1759 (quoting *In re The Boston Beer Co.*, 198 F.3d 1370, 1373, 53 USPQ2d 1056, 1058 (Fed. Cir. 1999)). Thus, wording such as "ultimate," "best," "greatest," and the like are generally considered laudatory and descriptive of an alleged superior quality of the goods. See *In re Nett Designs, Inc.*, 236 F.3d 1339, 1342, 57 USPQ2d 1564, 1566 (Fed. Cir. 2001); *In re The Boston Beer Co.*, 198 F.3d at 1373-74, 53 USPQ2d at 1058-59; *In re The Place, Inc.*, 76 USPQ2d 1467, 1468 (TTAB 2005); TMEP §1209.03(k).

The attached evidence from the American Heritage Dictionary, the Collins English Dictionary, and the Oxford English Dictionary shows this wording PREMIUM denotes an item of superior quality. Therefore, this wording is merely laudatory of the supposed superior quality of the goods.

- <https://www.abcdictionary.com/word/search.html?q=premium>
- <https://www.collinsdictionary.com/dictionary/english/premium>
- <https://en.oxforddictionaries.com/definition/us/premium>

An applicant may not claim exclusive rights to terms that others may need to use to describe their goods in the marketplace. See *Dena Corp. v. Belvedere Int'l, Inc.*, 950 F.2d 1555, 1560, 21 USPQ2d 1047, 1051 (Fed. Cir. 1991); *In re Aug. Storck KG*, 218 USPQ 823, 825 (TTAB 1983). A disclaimer of unregistrable matter does not affect the appearance of the mark; that is, a disclaimer does not physically remove the disclaimed matter from the mark. See *Schwarzkopf v. John H. Breck, Inc.*, 340 F.2d 978, 979-80, 144 USPQ 433, 433 (C.C.P.A. 1965); TMEP §1213.

If applicant does not provide the required disclaimer, the USPTO may refuse to register the entire mark. See *In re Stereotaxis Inc.*, 429 F.3d 1039, 1040-41, 77 USPQ2d 1087, 1088-89 (Fed. Cir. 2005); TMEP §1213.01(b).

Applicant should submit a disclaimer in the following standardized format:

**No claim is made to the exclusive right to use "PREMIUM" apart from the mark as shown.**

For an overview of disclaimers and instructions on how to satisfy this disclaimer requirement online using the Trademark Electronic Application System (TEAS) form, please go to <http://www.uspto.gov/trademarks/law/disclaimer.jsp>.

## **AMENDED MARK DESCRIPTION REQUIRED**

The description of the mark is accurate but incomplete because it does not describe all the significant aspects of the applied-for mark. 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 *et seq.*

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

The mark consists of the words "SAHARA PREMIUM" in stylized font.

## **ATTORNEY ADVISORY**

Because of the legal technicalities and strict deadlines involved in the USPTO application process, applicant may wish to hire a private attorney specializing in trademark matters to represent applicant in this process and provide legal advice. Although the undersigned trademark examining attorney is permitted to help an applicant understand the contents of an Office action as well as the application process in general, no USPTO attorney or staff is permitted to give an applicant legal advice or statements about an applicant's legal rights. TMEP §§705.02, 709.06.

For attorney referral information, applicant may consult the American Bar Association's *Consumers' Guide to Legal Help*; an online directory of legal professionals, such as [FindLaw®](#); or a local telephone directory. The USPTO, however, may not assist an applicant in the selection of a private attorney. 37 C.F.R. §2.11.

## **RESPONSE GUIDELINES**

For this application to proceed further, 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 specified in this Office action for responding to a refusal and should consider those options carefully. To respond to requirements and certain refusal response options, applicant should set forth in writing the required changes or statements. For more information and general tips on responding to USPTO Office actions, response options, and how to file a response online, see "Responding to Office Actions" on the USPTO's website.

If applicant does not respond to this Office action within six months of the issue/mailed date, or responds by expressly abandoning the application, the application process will end and the trademark will fail to register. See 15 U.S.C. §1062(b); 37 C.F.R. §§2.65(a), 2.68(a); TMEP §§718.01, 718.02. Additionally, the USPTO will not refund the application filing fee, which is a required processing fee. See 37 C.F.R. §§2.6(a)(1)(i)-(iv), 2.209(a);

When an application has abandoned for failure to respond to an Office action, an applicant may timely file a petition to revive the application, which, if granted, would allow the application to return to active status. *See* 37 C.F.R. §2.66; TMEP §1714. The petition must be filed within two months of the date of issuance of the notice of abandonment and may be filed online via the Trademark Electronic Application System (TEAS) with a \$100 fee. *See* 37 C.F.R. §§2.6(a)(15)(ii), 2.66(a)(1), (b)(1).

**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>.

If the applicant has any questions or requires assistance in responding to this Office Action, please telephone or email the assigned examining attorney.

/Cori Stedman/  
Examining Attorney  
Law Office 123  
(571) 270-5090  
[cori.stedman@uspto.gov](mailto:cori.stedman@uspto.gov)

**TO RESPOND TO THIS LETTER:** Go to [http://www.uspto.gov/trademarks/teas/response\\_forms.jsp](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](mailto: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](mailto: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**

86412881

**Status**

REGISTERED

**Word Mark**

SAHARA

**Standard Character Mark**

Yes

**Registration Number**

4716478

**Date Registered**

2015/04/07

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Owner**

Dipyourcar.com LLC LIMITED LIABILITY COMPANY FLORIDA 4171 West  
Hillsborough Blvd., Suite 13 Coconut Creek FLORIDA 33073

**Goods/Services**

Class Status -- ACTIVE. IC 002. US 006 011 016. G & S: Automotive  
paints; Paint additive made of recycled material to add texture,  
color, or reflection; Paints; Powdered paints. First Use: 2014/04/00.  
First Use In Commerce: 2014/04/00.

**Filing Date**

2014/10/02

**Examining Attorney**

SOMERVILLE, ARETHA

**Attorney of Record**

Matthew H. Swyers, Esq.

SAHARA

**DESIGN MARK**

**Serial Number**

86903227

**Status**

SUSPENSION LETTER - MAILED

**Word Mark**

SAHARA

**Standard Character Mark**

Yes

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Owner**

W.F. Taylor LLC LIMITED LIABILITY COMPANY DELAWARE 800 College Drive  
Dalton GEORGIA 30720

**Goods/Services**

Class Status -- ACTIVE. IC 002. US 006 011 016. G & S: Coatings in the nature of industrial moisture vapor barrier sealants for waterproofing and surface hardening; Coatings in the nature of industrial moisture vapor barrier sealants for concrete floors for waterproofing and surface hardening.

**Filing Date**

2016/02/10

**Examining Attorney**

CHO, HANNA

**Attorney of Record**

Sean C. Fifield



SAHARA

The  
AMERICAN  
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dictionary

of the  
English  
Language

Search

HOW TO USE THE  
DICTIONARY

Learn what the dictionary tells you about words.

## GET STARTED NOW!\*

Some compound words (like *bus stop*, *market*, *dog whistle*, or *adversary* many don't appear on the drop-down list when you enter them into the search window. If a compound term doesn't appear in the drop-down list, try entering the term into the search window and then hit the search button (instead of the Enter key). Alternatively, begin searches for compound terms with a quotation mark.



## THE USAGE PANEL

The Usage Panel is a group of nearly 200 prominent scholars, creative writers, journalists,

## pre-mi-um (pre-mee-um)

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n.

1. An amount paid or required, often when in default payment, for an insurance policy.
2.
  - a. An amount paid to obtain a loan.
  - b. An interest payment, usually on a regular basis, on a loan.
3. A sum of money or bonus paid in addition to a regular price, salary, or other amount: *Many people are willing to pay a premium to live near the ocean.*
4.
  - a. The amount at which something, such as a security or a currency, is valued above its initial or nominal price.
  - b. The amount at which a securities option is bought or sold.
5.
  - a. Something offered free or at a reduced price as an inducement to buy something else: *offered the backpack as a premium for students opening new bank accounts.*
  - b. A prize or award.
6. An unusual or high value: *Employees put a premium on honesty and hard work.*
7. Arabic (toll) for training in a trade or profession.

adj.

Of superior quality or value: *premium gasoline.*

Idiom:

at a premium

More valuable than usual, as from scarcity: *Fresh water was at a premium after the reservoir was contaminated.*

[Latin *praemium*, inducement, reward; *pre-* + *emere*, to take, buy; see *em-* in the Appendix of Indo-European roots.]

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INDO-EUROPEAN &  
SEMITIC ROOTS  
APPENDICES

Thousands of entries in the dictionary include etymologies that trace their origins back to reconstructed proto-languages. You can obtain more information about these forms in our online appendices.

## INDO-EUROPEAN ROOTS\*

## SEMITIC ROOTS\*

The Indo-European appendix covers nearly half of the Indo-European roots that have left their mark on English words. A more complete treatment of both Germanic roots and the

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WE KNOW FROM EXPERIENCE THE UNEXPECTED HAPPENS.



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Learn: premium

Video

English: premium

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Specialist English: premium

Example sentences

normal cost.

*Even if customers want 'solutions', most are not willing to pay a premium for them.**Callers are charged a premium rate of 49p a minute.*Synonyms: surcharge, extra charge, additional fee or charge [More Synonyms of premium](#)

3. adjective (ADJECTIVE noun)

**Premium** goods are of a higher than usual quality and are often expensive.*At the premium end of the market, business is booming.**...the most popular premium ice cream in this country.*

4. at a premium

5. at a premium

6. place a high premium on sth/put a high premium on sth

[More Synonyms of premium](#)

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Video: pronunciation of 'premium'

How to pronounce PREMIUM in British English



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Word of the day:

**chinoiserie**

a style of decorative or fine art based on imitations of Chinese motifs

[See full definition](#)

Mar 29, 2018





DICTIONARY (US) ▼

premium



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**NOUN** (plural **premiums**)

- 1 An amount to be paid for an insurance policy.

+ Example sentences

+ Synonyms

- 2 A sum added to an ordinary price or charge.

*'customers are reluctant to pay a premium for organic fruit'*

+ More example sentences

+ Synonyms

- 2.1 A sum added to interest or wages; a bonus.

+ Example sentences

+ Synonyms

- 2.2 *[as modifier]* Relating to or denoting a commodity or product of superior quality and therefore a higher price.

*'premium beers'*

+ More example sentences

+ Synonyms

- 2.3 *Stock Market* The amount by which the price of a share or other security exceeds its issue price, its nominal value, or the value of the assets it represents.

*'the fund has traded at a premium of 12%'*

+ More example sentences

+ Synonyms

- 3 Something given as a reward, prize, or incentive.

*'the Society of Arts awarded him a premium'*

+ More example sentences

+ Synonyms

Phrases

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On the radar: plogging

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