

**To:** Career Agents Network ([jlowenstein@jaffelaw.com](mailto:jlowenstein@jaffelaw.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 77664488 - CAREER AGENTS NETWORK - N/A  
**Sent:** 4/4/2010 2:21:23 PM  
**Sent As:** ECOM107@USPTO.GOV  
**Attachments:** [Attachment - 1](#)  
[Attachment - 2](#)

**UNITED STATES PATENT AND TRADEMARK OFFICE**

**SERIAL NO:** 77/664488

**MARK:** CAREER AGENTS NETWORK

**\*77664488\***

**CORRESPONDENT ADDRESS:**

JOAN H. LOWENSTEIN  
JAFFE, RAITT, HEUER & WEISS, PC  
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ANN ARBOR, MI 48104

**RESPOND TO THIS ACTION:**

<http://www.uspto.gov/teas/eTEASpageD.htm>

**GENERAL TRADEMARK INFORMATION:**

<http://www.uspto.gov/main/trademarks.htm>

**APPLICANT:** Career Agents Network

**CORRESPONDENT'S REFERENCE/DOCKET**

**NO:**

N/A

**CORRESPONDENT E-MAIL ADDRESS:**

[jlowenstein@jaffelaw.com](mailto:jlowenstein@jaffelaw.com)

**OFFICE ACTION**

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

**ISSUE/MAILING DATE: 4/4/2010**

Upon further review, the Office has determined that registration must be refused on the grounds of descriptiveness.

Refusal – Merely Descriptive

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Registration is refused because the applied-for mark merely describes features of applicant's services. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); *see* TMEP §§1209.01(b), 1209.03 *et seq.*

A mark is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the specified goods and/or services. TMEP §1209.01(b); *see In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPQ2d 1009, 1010 (Fed. Cir. 1987).

The determination of whether a mark is merely descriptive is considered in relation to the identified services, not in the abstract. *In re Abcor Dev. Corp.*, 588 F.2d 811, 814, 200 USPQ 215, 218 (C.C.P.A. 1978); TMEP §1209.01(b); *see, e.g., In re Polo Int'l Inc.*, 51 USPQ2d 1061 (TTAB 1999) (finding DOC in DOC-CONTROL would be understood to refer to the "documents" managed by applicant's software, not "doctor" as shown in dictionary definition); *In re Digital Research Inc.*, 4 USPQ2d 1242 (TTAB 1987) (finding CONCURRENT PC-DOS merely descriptive of "computer programs recorded on disk" where relevant trade used the denomination "concurrent" as a descriptor of a particular type of operating system).

"Whether consumers could guess what the product is from consideration of the mark alone is not the test." *In re Am. Greetings Corp.*, 226 USPQ 365, 366 (TTAB 1985).

Applicant seeks to register CAREER AGENTS NETWORK for use in connection with employment hiring, recruiting, placement, staffing and career networking services.

The mark immediately conveys that applicant's career related services are provided by a network of agents who help people with their careers. See attached website evidence showing third-party descriptive use of the phrase "career agent". Applicant's proposed mark merely states that it is a group or network of career agents.

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

/Michael Engel/  
Trademark Examining Attorney  
Law Office 107  
(571) 272-9338

**RESPOND TO THIS ACTION:** Applicant should file a response to this Office action online using the form at <http://www.uspto.gov/teas/eTEASpageD.htm>, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For *technical* assistance with the form, please e-mail [TEAS@uspto.gov](mailto:TEAS@uspto.gov). For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the

mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

**STATUS CHECK:** Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

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### What is a Career Agent?

Your career agent is someone who assists you with delivery of career matches based on your skills and preferences. Your career agent helps you get your interview, gives career coaching, provides background on your future employer, gives you the guidance you need right down to the directions to the interview and what to wear. We assist in relocation with finding you a new place to live, research schools, daycares- etc.

We hold your hand through the process and work hard to find the perfect fit for you.

### What Do You Get?

Your own career agent who works closely with you to search out career opportunities and bring them right to you.

Relocation assistance

Career coaching: assistance in getting your interview, pointers for your interview, and landing your dream job.

### Why Do I Need a Career Agent?

If you are in a current job, but are looking to change careers, it can be very difficult to work and search for your dream job. You are busy and do not have the time to search.

We have the time and resources to find the best matches necessary for you. Your agent gives you pointers and training for the interview, even advice on what to wear.

#### **What Is The Process?**

1. Once you are registered, your agent will contact you to go over your resume and get to know you better. This is important to get to know you and what you are looking for in a career so that we can find the best matches possible. Also at this time, if your resume needs assistance, your career agent will work on this for you.
2. After your phone appointment with your agent you will start to receive career opportunities based on preferences and skills. You simply let your agent know when you see an opportunity that you would like to pursue and together you will work to land this job.
3. Your agent will do background on the company for you, find out the procedures for applying for you, give guidance and assistance in order to help you with this opportunity.

Email Us: [Support@CareerAgentPro.com](mailto:Support@CareerAgentPro.com)  
Boonville, MO (Servicing the entire US)

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## **IMPORTANT NOTICE REGARDING YOUR TRADEMARK APPLICATION**

Your trademark application (Serial No. 77664488) has been reviewed. The examining attorney assigned by the United States Patent and Trademark Office (“USPTO”) has written a letter (an “Office action”) on **4/4/2010** to which you must respond (*unless the Office letter specifically states that no response is required*). Please follow these steps:

1. **Read** the Office letter by clicking on this **link** [http://tportal.uspto.gov/external/portal/tow?DDA=Y&serial\\_number=77664488&doc\\_type=OOA&](http://tportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77664488&doc_type=OOA&)

OR go to <http://tportal.uspto.gov/external/portal/tow> and enter your serial number to access the Office letter. If you have difficulty accessing the Office letter, contact [TDR@uspto.gov](mailto:TDR@uspto.gov).

**PLEASE NOTE:** The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

2. **Contact** the examining attorney who reviewed your application if you have any questions about the content of the Office letter (contact information appears at the end thereof).

3. **Respond** within 6 months, calculated from **4/4/2010** (*or sooner if specified in the Office letter*), using the Trademark Electronic Application System (TEAS) **Response to Office Action form**. If you have difficulty using TEAS, contact [TEAS@uspto.gov](mailto:TEAS@uspto.gov).

### **ALERT:**

Failure to file any required response by the applicable deadline will result in the **ABANDONMENT** (loss) of your application.

Do NOT hit “Reply” to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses.

