

From: Delaney, Zhaleh

Sent: 11/27/2013 12:55:17 PM

To: TTAB EFiling

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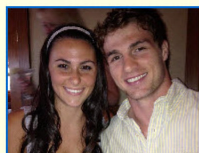
Subject: U.S. TRADEMARK APPLICATION NO. 85666794 - SITARAS FITNESS - 95603.08 - Request for
Reconsideration Denied - Return to TTAB - Message 13 of 22

Attachment Information:

Count: 4

Files: e112-6.jpg, e112-7.jpg, e13-1.jpg, e13-2.jpg

him to the conviction of raising his family in the Orthodox faith and to helping others do the same. Panayioti's interests include reading, soccer, and working in his yard. His most recent passion is family service. Most of all, he enjoys being at home with his family.



**Mari Diveris-Administrative
Media Coordinator**

Mari is the Administrative Media Coordinator for the Center for Family Care of the Greek Orthodox Archdiocese. She graduated from Wheaton College in December of 2012, with a Bachelor of Music and a minor in Media Studies.

Mari has always been active in the Church as she was one of the head chanters of her home parish, St. Iakovos, for eight years. She is thrilled to be a part of the Church on a larger scale, especially working in an office that caters to the needs of Orthodox Christian families. Originally from Chicago, Mari now lives in Brookline, MA. She and her fiancé, Brian, will be getting married this upcoming summer.

OUR HISTORY

In his keynote address at the 2002 Clergy-Laity Congress in Los Angeles, His Eminence Archbishop Demetrios presented a bold, new initiative for the Greek Orthodox Church in America. He announced that the Church would begin an intense effort of focusing on the needs of families. His Eminence stated that, "Our vision and our objective in this instance is to create, with the help of God, a Center for Family Care that will be a model institution for the advancement of healthy, happy, and dynamic Orthodox families, and for the full incorporation of interfaith marriages into the life of each and every Parish."



To support this vital ministry, the Archdiocese created the Center for Family Care that develops programs and resources to address questions and issues related to all areas of family life, while in the future also making available trained counselors to assist families in crisis. Additionally, the Center coordinates seminars and other educational opportunities for the family throughout our Archdiocese. All of these resources are offered to our parishes so that the families within each community become, in the words of His Eminence, "the object of constant attention, care, and assistance."

Shortly after the Congress, Archbishop Demetrios formed the Archdiocesan Roundtable on the Family. This group of clergy, marriage and family specialists, physicians, and other professionals immediately started working to build this ministry so that it will reach every family in every parish and assist us in offering our faith to families throughout America. 2005 was declared the "Year of the Family," but focus on the family did not cease with the passing of that year. Rather, it set the stage for a new focus in the ministry of the Archdiocese—a focus on our families.



In 2010 the Center completed its first national study, *The Orthodox Family in America at Home and in Church: A study of families in the Greek Orthodox Archdiocese of America*. This study is a first step toward a better understanding of the particular needs of families. Specifically, it examines how Orthodox families in America organize their everyday lives with regard to living their faith and how our Church ministers to them. The results of the study will be used to guide the future of family ministry in our Archdiocese. [Click here for more information about this study](#)

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Financial and business tycoons are regulars at Sitaras Fitness, a private gym owned by Greek-American John Sitaras. The New York Times recently published an article, "**Trying to Feel Like a Million Bucks, 100**" by Janet Morrison which profiled the success of a New York City gym which attracts George Soros, Paul Volcker, David Geffen and other big finance names.

Billionaire philanthropist and investor George Soros joined the gym two years ago after observing its effects on his son. Soros claims, "It makes me feel better, more alert." He recommended former Federal Reserve Chairman Paul Volcker to the facility.

But who is John Sitaras? The 39-year-old Greek-American bodybuilder is the creator of the Sitaras Method. He was born on Greece's Eastern Aegean Island of Chios before relocating with his family to a tough area of Brooklyn, New York. John showed an early interest in science when he attained a 2-year Medical Science degree from the Clara Barton School before moving onto Brooklyn College, where he pursued a major in psychology and minors in Physical Education and Health and Nutrition.

John, however, soon decided to translate his love of bodybuilding into a full-fledged career. After placing 4th in an All Natural Body Building Championships at the early age of 19, he took a leave of absence from his studies to pursue the sport professionally. After an intense 2 years of training, his future in the sport was cut short by a tragic accident, leaving John hospitalized and wheelchair-bound for many months. Sitaras stated, "That was a very dark period in my life." He soon returned to his favorite pastime and had a concrete following in a short period of time.

With his hopes of a career in professional bodybuilding dashed, Sitaras turned to the world of personal training. Despite several successful years training at top-rated gyms and at private residences on both the east and west coasts, the industry's lack of science-based methodology and training protocols was so disappointing as to force John to consider leaving the personal training world altogether.

Fortunately, though, Sitaras chose to improve the industry instead. He teamed up with American Academy of Pain Medicine at Lenox Hill Hospital where John spent 18 months learning the system for treating acute and chronic pain, muscle spasms, and pre-post-rehabilitation protocols.

John also used this time for his own research and development to tie his knowledge of personal training and bodybuilding to advanced methods of preventing and treating injury.

Sitaras Fitness opened in November 2007 after raising almost 1.5 million dollars from investors.

"He's sort of a doctor of fitness", states private sector legend Jack Welch, who led General Electric between 1981 and 2001. Welch solicited Sitaras' help after a three month hospital stay after a bacterial staph infection that left part of his arms and legs atrophied. Now fitness training is part of his lifestyle and he has returned to playing golf.

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