

**To:** FARAH P. BHATTI([fbhatti@buchalter.com](mailto:fbhatti@buchalter.com))  
**Subject:** U.S. Trademark Application Serial No. 97354248 - CERTIFIED SUGAR DADDY - S7805-5042  
**Sent:** October 03, 2023 09:54:40 AM EDT  
**Sent As:** [tmng.notices@uspto.gov](mailto:tmng.notices@uspto.gov)

#### Attachments

[screenshot-www-sugardaddymeet-net-sugar-daddy-meet-html-16962721764021](#)  
[screenshot-www-datingwise-org-sugardaddymeet-reviews-html-16962722238451](#)  
[screenshot-sugardaddysites-co-sugar-daddy-meet-review-16962723925491](#)  
[screenshot-privatesugarclub-com-sugar-daddy-meet-review-is-it-worth-it-16962724657731](#)  
[screenshot-successfulmatch-com-sugar\\_daddy\\_dating-16962725865691](#)

### United States Patent and Trademark Office (USPTO) Office Action (Official Letter) About Applicant's Trademark Application

**U.S. Application Serial No.** 97354248

**Mark:** CERTIFIED SUGAR DADDY

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**Applicant:** SUCCESSFULMATCH.COM, Inc.

**Reference/Docket No.** S7805-5042

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## REQUEST FOR RECONSIDERATION AFTER FINAL ACTION DENIED

**Issue date:** October 3, 2023

**Applicant's request for reconsideration is denied.** *See* 37 C.F.R. §2.63(b)(3). The trademark examining attorney has carefully reviewed applicant's request and determined the request did not: (1) raise a new issue, (2) resolve all the outstanding issue(s), (3) provide any new or compelling evidence with regard to the outstanding issue(s), or (4) present analysis and arguments that were persuasive or shed new light on the outstanding issue(s). TMEP §§715.03(a)(ii)(B), 715.04(a).

Accordingly, the following refusal made final in the Office action dated May 25, 2023 is **maintained**

**and continued:**

- Section 2(e)(1) Refusal - Merely Descriptive

See TMEP §§715.03(a)(ii)(B), 715.04(a).

In this case, applicant restates two arguments against the Section 2(e)(1) refusal in the request for reconsideration of August 21, 2023. Specifically, applicant argues that (1) the wording in the mark is not descriptive because the wording does not convey any information about applicant's goods and services, and (2) that, in the alternative, the wording in the mark has acquired distinctiveness based on applicant's previous registration for the mark "SUGARDADDYMEET."

Applicant's argument that the wording is not descriptive has been disproved by extensive evidence. By definition the wording in the mark describes users of applicant's services and software whom the applicant has confirmed makes a million dollars or more. Additional Internet evidence attached to this denial shows that the wording, as used in connection to applicant's services, is descriptive. The newly attached evidence consists of screenshots from applicant's websites and reviews describing applicant's services and software and states that users of applicant's software and services seeking a specific type of romantic relationship may have their income certified. *See attached evidence from* <http://www.sugardaddymeet.net/sugar-daddy-meet.html> ("To be a certified sugar daddy you have to have your personal information verified, which is your income, occupation, age, and a photo has to be sent in to Sugar Daddy Meet, then verified."), <https://www.datingwise.org/sugardaddymeet-reviews.html> ("Sugar daddies upload income proof to get the "CERTIFIED SUGAR DADDY" Badge on your profile. You will be listed above others in search results, & be listed on the "CERTIFIED SUGAR DADDY" page, and increase chances to be recommended to others and receive more recommendations of verified members."), <https://sugardaddysites.co/sugar-daddy-meet-review/> ("Certified Sugar Daddy. You can verify your income, which will give you a special badge on your profile. This will make you stand out and attract way more Sugar Babies."), <https://privatesugarclub.com/sugar-daddy-meet-review-is-it-worth-it/> ("If you choose to have your profile go under an exhaustive review, you can earn the title of "Certified Sugar Daddy" or "Verified Sugar Baby", offering other members even more trust and reassurance that you're the real deal."), [https://successfulmatch.com/sugar\\_daddy\\_dating](https://successfulmatch.com/sugar_daddy_dating) ("Become a CERTIFIED SUGAR DADDY and view CERTIFIED SUGAR DADDY lists."). While it does not appear that users are required to undergo a certification process, the wording "CERTIFIED SUGAR DADDY" when used in connection with applicant's services and software immediately conveys information about specific users that increases the user's likelihood of successfully using applicant's services and software to identify individual interested in a "sugar" relationship.

Applicant's second argument, that the applied-for mark has acquired distinctiveness based on applicant's prior registration for the mark "SUGARDADDYMEET". Applicant argues that the applied-for mark is the same mark as the prior register mark. As previously discussed, an applied-for mark is considered the same mark if it is the legal equivalent of the previously-registered mark. *In re Highlights for Children, Inc.*, 118 USPQ2d 1268, 1273-74 (TTAB 2016) (citing *In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341, 1347, 57 USPQ2d 1807, 1812 (Fed. Cir. 2001)); TMEP §1212.04(b). To be legal equivalents, the applied-for mark must be indistinguishable from the previously-registered mark or create the same, continuing commercial impression such that the consumer would consider them both to be the same mark. *In re Highlights for Children, Inc.*, 118 USPQ2d at 1274, 1275 n.18 (citing *In re Dial-A-Mattress Operating Corp.*, 240 F.3d at 1347, 57 USPQ2d at 1812)); *In re Nielsen Bus. Media, Inc.*, 93 USPQ2d 1545, 1547 (TTAB 2010); TMEP §1212.04(b). The prior registered mark includes the term "MEET." This term is physically connected to the wording "SUGAR DADDY." The wording "SUGAR DADDY" does not make a separable impression such that consumers would assume

that the applied-for mark denotes the same source as the applied-for mark does not include the term "MEET." Therefore, the marks are not the same and do not create the same commercial impression. Thus, the argument is unconvincing.

Applicant's arguments do not raise a new issue or provide new or compelling evidence, analysis, and arguments regarding the Section 2(e)(1) refusal that resolve the issue. Thus, the request for reconsideration is denied.

**If applicant has already filed an appeal** with the Trademark Trial and Appeal Board, the Board will be notified to resume the appeal. *See* TMEP §715.04(a).

**If applicant has not filed an appeal** and time remains in the response period for the final Office action, applicant has the remainder of that time to (1) [file another request for reconsideration](#) that complies with and/or overcomes any outstanding final requirement(s) and/or refusal(s), and/or (2) [file a notice of appeal](#) to the Board. TMEP §715.03(a)(ii)(B).

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**SugarDaddyMeet**  
Meet classy, attractive and affluent singles

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## Sugar Daddy Meet Review

Sugardaddymeet.com - Reviewed by Josh - Rating: 5 / 5

If you are looking for a sugar daddy or a sugar baby for dating, love, and a relationship, then Sugar Daddy Meet is the website for you. Sugar Daddy Meet was created in 2007, and has over 2,263,012 members. It is one of the most popular sugar daddy websites for dating. The site bring two people together that enjoy the finer things in life, and money is no object. You can check out the success stories and read about how members have been successful with love and romance on Sugar Daddy Meet.



What makes this website different from others?

Sugar Daddy Meet is the top leader in sugar daddy dating sites. The website allows you to find thousands of wealthy men or also known as a sugar daddy who has plenty of money to pamper, spoil, and support you on having a lavish date and relationship. The sugar daddy site is easy to use, and navigate. When you first join the sugar daddy website you become a free member. A free member allows you to create your profile, add up to twenty-six pictures, and then search for your sugar daddy or sugar baby.

Sugar Daddy Meet does have a paid membership, which is the gold membership. The fee to be a gold member is **\$144 for six months**. To be a **certified sugar daddy** you have to have your personal information verified, which is your income, occupation, age, and a photo has to be sent in to Sugar Daddy Meet, then verified.

### Website Design

The website is easy to use and effective. The designers have placed numerous attractive, wealthy men on the home page to entice sugar babies. First time users to the site will have no problem signing up and scrolling through the pages.

### Striking Features

Free members to the sugar daddy site can initiate emails, view matches, and send winks. Sugar daddies and sugar babies can look through photos and personal information to find their perfect match. The gold membership can view any **certified sugar daddy**, chat online, and post full sized photos.

### Safety and Privacy

SugarDaddyMeet.com provides a verification system that allows members to verify their age, income, and photo while other sugar daddy sites charge hundreds of dollars for this verification. SugarDaddyMeet.com makes sure to verify all members, which eliminates false profiles. All personal information and financial information submitted to SugarDaddyMeet.com is protected and safe. No information is ever sold.

### Customer Support

There is a detailed FAQ section supplied on the website, and if your question is not answered, then you can email customer support, and you will receive a response quickly. Many common questions will be answered on the FAQ section.

#### Editor's Verdict

SugarDaddyMeet.com is a respected dating site for wealthy sugar daddies looking for a sugar baby, and vice versa. If you are a younger man and seeking a sugar momma for dating, you may check out [cougar dating sites](#). The website is an excellent platform that has blogs, success stories, and a forum. SugarDaddyMeet.com has over two million members, and sugar daddies that are truly certified. This is a top-notch sugar daddy online dating site if you are looking for a sugar daddy or sugar baby, then this is an excellent site.

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