

From: James W. Burnes [e-mail address redacted]
Sent: Tuesday, November 15, 2011 1:27 PM
To: ai_a_implementation
Subject: Virtual Marks

Hello,

Regarding the implementation of Virtual Marks:

Because there are no written guidelines for the use and practical application of virtual marks at this time, how will the USPTO treat companies who begin to use virtual marks, in good faith of the current law, that do not comply or align with future guidelines that may be published by the USPTO?

There is great concern for companies that choose to use virtual marks that they will risk maximum protection under the law if they use a virtual mark versus traditional mark and their approach to the mark is not deemed appropriate as future guidelines could imply.

Is there a defined timeline for publishing guidelines for virtual marks?

Thank you,

- James

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