



For Innovation

Pimp That Snack Ltd.



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O/Ref: 2423035/Team C/TLONG
Y/Ref: Pimp That Snack
Date: 30 August 2006

Please reply by 30 November 2006 quoting our reference.

Dear Sir,

Application No: 2423035 in Classes 09, 16, 25, 38, 41
For the Mark: Pimp That Snack
Applicant: Pimp That Snack Ltd.

EXAMINATION OF TRADE MARK APPLICATION

I have examined your application and carried out a search of earlier national trade marks, Community trade marks, and International trade marks which cover the UK.

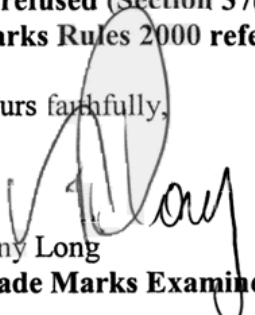
Your application does not appear to meet the requirements for registration. The attached Examination Report explains why.

You may provide further information in support of your application, or phone me to discuss it. You may also ask for a hearing with one of the Registry's hearing officers to explain your case. If you would like a hearing, please let me know in writing as soon as possible.

I have included notes to help you understand the Examination Report. However, if you need any further help or advice please phone me.

Please note that if you do not reply by the date given above, your application will be refused (Section 37(4) of the Trade Marks Act 1994 and Rule 68 of the Trade Marks Rules 2000 refer). If this happens, your application would go no further.

Yours faithfully,


Tony Long
Trade Marks Examiner



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Application No: 2423035

EXAMINATION REPORT

Application No. 2423035 in Classes 09, 16, 25, 38, 41 has been examined under the Trade Marks Act 1994. References to 'section' in this report mean that section of the Act.

Absolute Grounds for Refusal (Section 3)

The application is not acceptable in Classes 09 and 16 as there is an objection under Section 3(1)(b) and (c) of the Act. This is because the mark consists exclusively of the words "Pimp that snack", being a sign which may serve in trade to designate the kind of goods e.g. goods relating to recipes for the improvement or development of snacks.

The word pimp appears to be a new slang term in use, meaning to make something bigger, better, faster or tastier. I have enclosed a number of hits taken from the Internet that show use of the term in the marketplace.