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**THIS DISPOSITION IS
NOT CITABLE AS PRECEDENT
OF THE TTAB**

November 29, 2004
GDH/gdh

UNITED STATES PATENT AND TRADEMARK OFFICE

Trademark Trial and Appeal Board

In re Casino Data Systems

Serial No. 76221529

Request for Reconsideration

Bernhard Kreten, Esq. for Casino Data Systems

Katherine Stoides, Trademark Examining Attorney, Law Office 110
(Chris A.F. Pedersen, Managing Attorney).

Before Quinn, Hohein and Bucher, Administrative Trademark Judges.

Opinion by Hohein, Administrative Trademark Judge:

Applicant, by a certificate of mailing dated September 30, 2004, has filed a timely request for reconsideration of our August 31, 2004 decision. Such decision affirmed the refusal, under Section 2(d) of the Trademark Act, 15 U.S.C. §1052(d), to register the mark "BIG SHOT" for applicant's "gaming devices, namely, gaming machines and computer game software therefor" in view of the cited registration for the mark "BIG SHOT 21" for "apparatus for playing casino card games featuring a progressive jackpot, said apparatus comprised of a modified card table,

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computer, computer monitors and displays, and associated computer software."

While we have carefully considered the arguments raised by applicant, we remain convinced that confusion as to source or sponsorship is likely for the reasons fully set forth in our August 31, 2004 decision. Applicant's arguments to the contrary in its request for reconsideration constitute, in essence, nothing more than a rehash of those previously made in its appeal brief, and none is persuasive of a different result in this appeal.

Accordingly, because we discern no error in our August 31, 2004 decision, applicant's request for reconsideration is denied.