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UNITED STATES PATENT AND TRADEMARK OFFICE

Trademark Trial and Appeal Board

In re Deutsche Telekom AG

Serial No. 76603668

Joan L. Long of Mayer, Brown, Rowe & Maw, LLP for Deutsche Telekom AG.

Mark Sparacino, Trademark Examining Attorney, Law Office 103 (Michael Hamilton, Managing Attorney).

Before Seeherman, Grendel and Holtzman, Administrative Trademark Judges.

Opinion by Seeherman, Administrative Trademark Judge:

Deutsche Telekom AG has filed an application to register MOBILE WALLET as a mark for the following goods and services, as amended:

Class 9: Electric, electronic, optical, measuring, signaling, controlling and teaching apparatus and instruments, all for use with telecommunications, namely, apparatus for producing sound, images or data; blank magnetic and optical data carriers; data processors; computers, namely, microcomputers, minicomputers, computer central processors, computer monitors,

computer keyboards, computer terminals, computer memories, computer laser printers, computer impact printers, computer dot matrix printers, computers and instructional manuals sold as a unit; computer memory hardware; computer interface apparatus, namely, computer interface boards, computer mouse and mouse pad, computer peripherals and parts thereof; computer software programs for use in operating telecommunications and business management systems and related instruction manuals sold as a unit; computer programs, namely, financial accounting system software, software used for the provision of online information services, computer network management software, computer proxy software for use with other software programs, computer software for controlling access and alarm monitoring of homes, apartments, buildings and other properties, billing analysis software, and software for computer network access control and for creating and maintaining firewalls; computer software programs for accessing a global computer network and interactive computer communications networks; optical fibers sold as a component of fiber optical cables; fiber optic cables; optical scanners; optical character readers; optical blank discs; optical glass for signal transmission; optic transmitters for radio, telephone; optic receivers for telephone, audio, video; optical signal processors; optic telecommunications switches; optical attenuators; optical amplifiers; optical character recognition apparatus, for use in the telecommunications field, and parts thereof; telephone local area networks; telecommunication audio, video and data communications systems, namely digital and analogue signal transmitters; receivers and converters for use with telephone, audio, video; radio and telephone transmitters; communication receivers and servers for telephone, audio, video; telephone answering machines; teleprompters; Teletypewriters and parts thereof, namely, caller identification boxes, dialing assemblies, telephone units, audio operated relays, audio/video signal and optical filters, protectors, and automatic signaling and control equipment, telemeters, wireless and cellular

telephones, and radio pagers; intercoms; facsimile machine; electronic mail apparatus for electronic exchange of data images and messages; electrical wire; electrical wire connectors; integrated circuits; printed circuits; electric circuits; circuit breakers; printed circuit boards; circuit connectors; electrical controllers; electrical converters; electrical conductors; electrical fuses; electric luminescent display panels; electrical switch plates; electric plugs; electric coils; antennas; electrical cables; computer cables; computer chips; silicon chips; chronographs for use as specialized time recording apparatus; computer buffers; blank computer discs; blank computer floppy disks; computer hard discs; acoustic conduits; electrical conduits; fiber optic conduits and parts thereof; compact disc players; audio and video tape recorders; audio and videotape players; audio and videocassette recorders; audio and videocassette players; blank audio and videotapes, cassettes, discs and microfiche; audio and video tapes, cassettes, discs and microfiche featuring information concerning telecommunications, and concerning personal and business management systems; audio and video recordings in the field of telecommunications, information technology and safety; television and television peripheral equipment, namely, cameras, set top boxes, remote control units for interactive and non-interactive use; video monitors; automatic vending machines and timing mechanisms therefor and parts thereof; machine readable, magnetically encoded cards, namely, prepaid telephone calling cards and credit cards; blank smart cards; magnetic coded card readers; data processors and readers; word processors; microprocessors; electronic encryption units; demagnetizers for magnetic tapes and parts thereof; lasers not for medical use; light emitting diodes; light emitting diode displays; computer, data and video networking and conferencing equipment, namely, teleconferencing equipment and audiovisual teaching equipment in the nature of overhead film; photographic and slide projectors; projection screens; computer based information display equipment, namely,

computers which display information on an overhead screen; portable devices, namely, laptops, handheld and pocket computers, wireless fax machines; personal communications equipment, namely, personal digital assistants; calculators; satellite processors, satellite and satellite communication earth stations both stationary and moveable, namely, satellite aerials, satellite dishes, satellite receivers, and satellite and microwave communications apparatus to transmit communications from a vehicle to another vehicle, or from a vehicle to a satellite; computer game programs for children and adults; video and computer game cartridges; audio and video recordings in the field of news, sports, entertainment, culture, business and finance, weather and travel; prerecorded compact discs, audiocassette tapes, videocassette tapes, digital audiotapes and digital video discs featuring musical, variety, news and comedy shows; carrying cases for pocket calculators and cellphones.

Class 16: Printed matter, namely, telephone directories, series of books, newsletters, pamphlets, brochures, magazines and paperbacks, all in the field of telecommunications; printed and stamped plastic and cardboard greeting, blank, note, and index cards; Note paper and envelopes; nametags and labels made from paper or cardboard; notebooks; note pads; stationery; paper, namely, bond paper and art paper; gift-wrap paper; diaries; address books; student calendars; stamp albums and photo-albums; folders for letters and loose papers; stationery clear hole tab reinforcements; rubber stamps and impression stamps; paper weights; letter openers; drawing and ungraduated rulers; erasers; staplers; paper clips; blotting pads; desk file trays; desk stands and holders for holding stationery and office implements; printed instructional and teaching materials, all in the fields of telecommunications, information technology, safety, news, sports, entertainment, culture, business and finance, weather and travel; bookmarkers; stencils; scratch pictures; PVC stickers; blackboards; chalk sticks; adhesives for stationery or household purposes;

drawing and painting materials, namely pencils, drawing pencils, pens, drawing pens, and pencil cases; non-magnetically encoded prepaid telephone calling cards;

Class 35: Advertising services, namely, preparing and placing advertisements for others, promoting the goods and services of others through printed advertising, printed directories, through encoded media, through the dissemination of promotional materials, through direct mail advertising, through electronic billboard advertising, preparing audio-visual presentations for use in advertising; business management services, namely, business appraisals, business auditing, providing business information, namely, preparing business reports and conducting business research, analysis and surveys, business management planning, business management consultation, business management supervision, conducting business networking for others; business management and consulting services, excluding agricultural business management and consulting services; providing information via the telephone and the global communication networks in the field of telecommunications, advertising, information technology, and business marketing; rental of data processing equipment;

Class 36: Financial services, namely, clearing of secure financial transactions through online services; financial analysis and consultation; financial information provided by electronic means; financial information processing; financial portfolio management; financial services, namely, securities consulting and safe keeping; financial sponsorship of sports, educational and entertainment programs and events; commercial lending services; monetary exchange; credit card services; telephone calling card services; electronic commerce services, namely, electronic debit and credit card transaction processing services, funds transfer and bill payment-processing services; discount brokerage services; security brokerage; brokerage in the field of stocks, commodities; custom brokerage for third parties in the field of

stocks, commodities; brokerage of shares and venture capital funding services to start-up companies; brokerage of fund shares; brokerage of productive investment of funds; real estate services, namely, brokerage, management, leasing, and appraisal of real property; consulting services relating to bank services; providing information via the telephone and the global communication networks in the field of finance;

Class 38: Telecommunication and information technology services, namely, electric, digital, cellular and wireless transmission of voice, data, information images, signals and messages and transmission of voice, data, images, audio, video and information via telephone, television and global communication networks; providing telecommunications connections over a global communications network, electronic mail, voice mail and messaging services, namely, the recording and subsequent transmission of voice messages by telephone; rental of telecommunications equipment, namely, equipment for electronic access to global telecommunications network, equipment for transmitting, receiving, recording and monitoring voice, data, information images, signals, messages comprised of data and word processors and telecommunications hardware components and peripherals thereof for use in the telecommunications industry, and rental of equipment for transmitting, receiving, recording and monitoring computer programs for use in operating and accessing telecommunications systems; audio and video broadcasting; providing multiple-user dial-up and dedicated access to the internet; personal communications services; pager services; transmission and broadcast of audio and video programming; leasing of telecommunications equipment, components and systems; consulting in the field of telecommunications; and

Class 42: Computer programming services for others; rental of computer software and hardware for online access; data encryption services, namely, administration of digital keys and digital certificates; application service

provider, namely, hosting computer software applications for others, hosting of digital content on the internet; hosting the websites of others on a computer server for a global computer network; computer services, namely, creating indexes of information available on computer networks; technical project planning services related to telecommunications equipment; providing entertainment information and general information at the specific request of end-users by means of telephone or global communications networks; providing temporary use of online non-downloadable telecommunications software for providing multiple user access to the global computer network.

This application was filed on June 22, 2004, pursuant to Section 44(e) of the Trademark Act, based on a German registration.

The Examining Attorney has issued a final refusal of registration pursuant to Section 2(e)(1) of the Trademark Act, 15 U.S.C. §1052(e)(1), on the ground that applicant's mark is merely descriptive of its identified goods and services. However, the refusal does not pertain to the following goods in Class 16:

Printed and stamped plastic and cardboard greeting, blank, note, and index cards; Note paper and envelopes; nametags and labels made from paper or cardboard; notebooks; note pads; stationery; paper, namely, bond paper and art paper; gift-wrap paper; diaries; address books; student calendars; stamp albums and photo-albums; folders for letters and loose papers; stationery clear hole tab reinforcements; rubber stamps and impression stamps; paper weights; letter openers; drawing and ungraduated rulers; erasers; staplers; paper clips; blotting pads; desk file trays; desk stands and holders for holding

stationery and office implements; bookmarkers; stencils; scratch pictures; PVC stickers; blackboards; chalk sticks; adhesives for stationery or household purposes; drawing and painting materials, namely, pencils, drawing pencils, pens, drawing pens and pencil cases.

Applicant has appealed. The appeal has been fully briefed.¹ Applicant did not request an oral hearing.

It is the Examining Attorney's position that the term "mobile wallet" is commonly used in the industry to refer to a type of payment system used in connection with wireless devices. This "mobile wallet" is a payment network that is used in "m-commerce." According to the Examining Attorney, the "mobile wallet" allows users to store their personal details, such as credit card and shipping information. Users then conduct an "m-commerce" transaction for purchasing goods and services by entering a password and selecting which credit card and shipping address to use. Brief, p. 3. Therefore, the Examining Attorney contends that MOBILE WALLET describes the payment method for a wide variety of goods and services.

In support of his position, the Examining Attorney has made of record the following definition of "m-commerce":

A form of e-commerce that deals in the fees a company collects for licensing, advertising, or

¹ In its reply brief applicant cited an "unpublished" decision. The Board does not consider decisions that have not been marked as "citable." General Mills Inc. v. Health Valley Foods, 24 USPQ2d 1270 (TTAB 1992).

selling subscriptions to the content or services on mobile devices. With the popularity of cell phones and PDAs, portable devices such as these are becoming Web-enabled through wireless networks and WAP. M-commerce is considered a form of e-commerce (just as d-commerce is) because it has to do with monies generated for a product or service that exists electronically on the Internet. In other words, even though the content appears on mobile phones and other wireless communication devices, as opposed to computer screens, m-commerce is still considered e-commerce.

www.NETLINGO.com

The Examining Attorney has also submitted various Internet articles, as well as excerpts from the NEXIS database, which refer to "mobile wallets." They include the following:

New Mobile Wallet Revolutionizes Wireless Transactions And Services (headline)
SNAZ Commerce Solutions, a leading provider of wireless commerce solutions, unveiled today at CTIA's Wireless 2001 event, their next generation mobile wallet. The new mobile wallet, which is targeted at mobile operators worldwide, can facilitate a full range of wireless transactions, including micropayments, retail purchases and time-sensitive services.

The newly designed mobile wallet is the result of over 6 months of extensive requirements analysis of the m-commerce needs of leading mobile operators in the US, Europe and Asia. The end result is a robust and scaleable mobile commerce platform that facilitates the full spectrum of wireless transactions. This includes the ability to handle micropayments for digital content (ring tones, screensavers, etc.), purchase of hard goods (books, music, flowers), and time-sensitive services (ticketing for travel and entertainment, lottery, etc).

SNAZ aims to fill an existing gap in the market for a "master wallet" solution that offers users flexible payment options, including credit cards, debit cards, stored value products and post-paid billing options.

"North America News," March 21, 2001,
www.nan.bttravel.com

Along with better handsets and faster connections, the key driver for m-commerce (buying things from your mobile phone), is the mobile wallet....

The idea is that all the details a person requires to buy online are kept on the mobile operator's secure server in a "virtual wallet." When the person wants to buy online, this virtual wallet revs into action, removing the need for personal details to be entered into the phone every time a transaction is made.

www.ducont.com

[report on CTLA Wireless 2001 show in Las Vegas] Brokat, a software provider that has had its greatest success in Europe, claims that by the end of this year all six major U.S. wireless carriers will be able to offer mobile wallets that let users purchase everything from home electronics to small food items.

....

Indeed, Geddes argued that carriers are ideally suited for mobile wallet applications because existing billing systems form the basic infrastructure to handle small transactions. April 16, 2001, <http://telephonyonline.com>

Snaz stands out in that it offers a complete mobile-wallet solution that can contain a user's credit-card, shipping and other information. Snaz provides an SDK for the m-wallet that uses a secure Java messaging protocol with SML structures to interchange wallet information

across the merchants to complete a mobile-commerce transaction for the end user.
"Network Computing," www.networkcomputing.com

M-Wallets: Not Ready Yet (headline)
Although Internet-based e-wallet systems have not seen widespread acceptance, wireless m-wallets will prove to be a completely different story. You can expect to see every major wireless operator, Internet service provider (ISP), and portal deploy some sort of wallet mechanism over the next year. ... Simply, a wallet is a database of information about a user, usually the user's name, credentials (typically, the user name and password), the user's credit card information and shipping information. A user can initially enter this information using a Web browser on a "MyWallet" Web page hosted by the operator. The user can then conduct an m-commerce transaction with his mobile device by simply entering a password..., selecting which credit card to use and which shipping address to use. Because all this information is already in the wallet database, the user is spared the difficulty of entering this information via the limited interface of a mobile device. ...

...There are well over a dozen companies providing mobile wallet systems, with well-known ones including Snaz Commerce Solutions
M-Business Magazine, April 2001, www.rysavy.com

...With its secure mobile wallet, SNAZ Commerce Solutions, a global provider of m-commerce solutions, is revolutionizing the way people shop on the go.

Now available on the Palm™ Mobile Internet Kit, SNAZ brings brand name merchants to new markets and makes wireless shopping easy. The SNAZ Commerce Solutions' platform provides an easy to use, consistent shopping experience across top online retailers. At the core of SNAZ's

technology is its mobile wallet (m-wallet). In addition to storing the customer's username and password, the m-wallet retains, on the SNAZ server, the multiple billing and shipping details provided during the one-time registration process.

SNAZ provides a powerful mobile wallet and transaction platform that enables its mobile partners in the US, Canada, and Europe to offer their customers the ability to search, price compare, and buy multiple products with a single-click from a mobile phone, PDA, pager, or personal computer.
<http://forquest.com>

The Nokia a6310i [a tri-band mobile phone] incorporates a mobile wallet application, which allows users to make convenient and reliable on-line transactions via WAP. The security module, Wireless Identity Module (WIM), enables users to digitally sign their transactions. With the wallet feature, it is easy to shop via WAP, using your credit card information to pay for purchases.
<http://press.nokia.com>

Vodafone and T-Mobile launch mobile wallet (headline)²
Vodafone and T-Mobile yesterday announced an initiative to create a new mobile payment platform to boost the adoption of m-commerce.
...

The new payment scheme aims to deliver a secure and easy-to-use payment solution for the purchase of goods and services via a mobile device. Wireless customers simply store their personal details and preferred payment options in a virtual wallet, and then choose which payment

² T-Mobile is a subsidiary of applicant. See applicant's brief, p. 1.

instrument they wish to use when making payments via their mobile phone, similar to undertaking a transaction from a conventional wallet.

"OUT-LAW News," March 15, 2002, www.out-law.com

Sprint and eONE Global to launch US mobile wallet (headline)

Telecommunications firm Sprint and e-payment outfit eONE Global have entered a partnership to establish a wireless payments network in the United States which will allow customers to purchase goods and services using their mobile phone.

...

The US payment platform will enable wireless customers to store their personal details and preferred payment options--including credit cards, debit cards and stored value accounts--in a virtual wallet. Customers then choose which payment method to use when making payments via their mobile phone, similar to undertaking a transaction from a conventional wallet.

www.finextra.com

The company is also trialing mobile wallet software from another vendor....

www.pointbase.com

...embedded with chips that turn them into mobile wallets, electronically storing credit...

"The Oregonian," August 6, 2004

Aether also is developing "mobile wallet" software with Visa....

"Washington Post," August 10, 2000

...operators are evaluating various mobile wallet or electronic wallet solutions....
"Wireless Week," July 9, 2001

For each class in the application the Examining Attorney has explained why he believes that applicant's mark is descriptive with respect to the particular goods or services. With respect to the goods in Class 9, the Examining Attorney asserts that these goods "may be the equipment and apparatus used in connection with operating or providing 'mobile wallet' services, and also may be goods that are purchased via a mobile wireless device using the 'mobile wallet' payment method." Brief, p. 5. As for the goods in Class 16, the Examining Attorney contends that the identified publications may have mobile wallet related information as the subject matter. The goods that are not publications "may be used in connection with a 'mobile wallet' or may be purchased using a 'mobile wallet.'" Brief, p. 6.

With respect to the services, it is the Examining Attorney's view that the services "may use a 'mobile wallet' as a method of payment and, therefore, the mark MOBILE WALLET describes a feature of the services." Brief, p. 6.

A term is deemed to be merely descriptive of goods or services, within the meaning of Section 2(e)(1) of the

Trademark Act, 15 U.S.C. §1052(e)(1), if it forthwith conveys an immediate idea of an ingredient, quality, characteristic, feature, function, purpose or use of the goods or services. In re Abcor Development Corp., 588 F.2d 811, 200 USPQ 215, 217-18 (CCPA 1978). A term need not immediately convey an idea of each and every specific feature of the applicant's goods or services in order to be considered to be merely descriptive; rather, it is sufficient that the term describes one significant attribute, function or property of the goods or services. In re H.U.D.D.L.E., 216 USPQ 358 (TTAB 1982); In re MBAssociates, 180 USPQ 338 (TTAB 1973). Whether a term is merely descriptive is determined not in the abstract, but in relation to the goods or services for which registration is sought, the context in which it is being used on or in connection with the goods or services, and the possible significance that the term would have to the average purchaser of the goods or services because of the manner of its use; that a term may have other meanings in different contexts is not controlling. In re Bright-Crest, Ltd., 204 USPQ 591, 593 (TTAB 1979). Moreover, if the mark is descriptive of any of the goods or services for which registration is sought, it is proper to refuse registration as to the entire class. In re Analog Devices Inc., 6

USPQ2d 1808 (TTAB 1988), aff'd without pub. op., 871 F.2d 1097, 10 USPQ2d 1879 (Fed. Cir. 1989).

Applicant has, in response to the refusal of registration, made several arguments. First, applicant has stated that the mark "does not describe every item in Applicant's list of goods and services," brief, p. 5, and that the Examining Attorney "fails to provide a sufficiently detailed explanation as to why the mark MOBILE WALLET is descriptive of each good/service." Brief, p. 6. However, as noted above, it is not necessary, in order to support a finding of mere descriptiveness, that a mark must describe every item in the identification. Otherwise, an applicant could register a merely descriptive mark simply by adding to its identification of goods or services a single item for which the mark is not descriptive. Thus, we must consider whether the Examining Attorney has demonstrated that, for each class which has been refused registration, the mark is merely descriptive of at least one of the items in that class.

Relying on the dictionary definitions of "mobile" and "wallet," applicant also asserts that the term "mobile wallet" is too broad and varied to be merely descriptive of its goods and services: "The term 'mobile' can mean anything from wireless to ambulatory and 'wallet' can

suggest money or a place to keep pictures and personal items." Brief, p. 7. However, the evidence submitted by the Examining Attorney demonstrates that the term MOBILE WALLET has a recognized meaning of a "virtual wallet," a payment system that can contain a user's credit-card, shipping and other information and by which a mobile device (e.g., a cell phone) can be used for such wireless transactions as micropayments, retail purchases and time-sensitive services.

Because the MOBILE WALLET capability is essentially a software application, and is specifically a software application that is used for telecommunications and for payments made via a mobile device, when MOBILE WALLET is used in connection with such goods found in applicant's Class 9 identification as computer software programs for use in operating telecommunications and business management accounting systems; computer programs, namely, financial accounting system software; software for computer network access control and for creating and maintaining firewalls; and computer software programs for accessing a global computer network and interactive computer communications networks, the term immediately informs users about a characteristic of the goods. Moreover, mobile wallet capability would be a significant characteristic of mobile

devices that have this application, such that MOBILE WALLET would directly inform consumers of the identified electronic apparatus and instruments for use with telecommunications, namely, apparatus for producing sound, images or data, that the mobile device had this capability or characteristic. Accordingly, MOBILE WALLET is merely descriptive with respect to Class 9 of the application.

With respect to the Class 16 goods, the Examining Attorney has limited his refusal to the following items: "printed matter, namely, telephone directories, series of books, newsletters, pamphlets, brochures, magazines and paperbacks, all in the field of telecommunications; printed instructional and teaching materials, all in the fields of telecommunications, information technology, safety, news, sports, entertainment, culture, business and finance, weather and travel; non-magnetically encoded prepaid telephone calling cards." As noted above, the Examining Attorney takes the position that the mark is merely descriptive because it can be the subject matter of the printed matter listed in the identification. Although we do not believe that all of the listed printed materials would necessarily have mobile wallets as their subject matter, nor would the printed instructional and teaching materials in the fields of safety, news, entertainment and

the like, certainly some of the identified goods could. In particular, printed instructional and teaching materials in the field of telecommunications could have as their subject matter mobile wallet technology, and therefore MOBILE WALLET would be merely descriptive of a characteristic of such goods. Similarly, the term would be merely descriptive of such printed matter as newsletters, pamphlets and brochures in the field of telecommunications that have as their subject matter mobile wallet technology.

The identified services in Class 35 include "conducting business networking for others, providing information via the telephone in the field of telecommunications," and "business management and consulting services." Because a major characteristic of these services can revolve around mobile wallet technology or the mobile wallet feature, the mark is merely descriptive for the services in this class.

Similarly, the mark is merely descriptive of the financial services identified in Class 36. That identification includes "financial information provided by electronic means," and "providing information via the telephone and the global communication networks in the field of finance." This is the type of information that is conveyed by a "mobile wallet" feature. Thus, MOBILE WALLET

is merely descriptive of a central characteristic of such services.

As for the Class 38 telecommunications services, even applicant acknowledges that "mobile wallet" is a term used in the telecommunications industry. We find that MOBILE WALLET is merely descriptive of such telecommunication services as "wireless transmission of data" and "transmission of data via telephone" because it immediately tells consumers that these services involve a mobile wallet feature or application. It also directly tells consumers that a mobile wallet is a feature of the equipment for transmitting, receiving and monitoring computer programs for use in operating and accessing telecommunications systems, which is the subject of applicant's rental services, and of the telecommunications equipment, components and systems, which is the subject of applicant's leasing services. Thus, because MOBILE WALLET describes a significant characteristic of the equipment, it also describes the rental or leasing services for that equipment.

Turning to the Class 42 services, they include rental of computer software and hardware for online access and hosting computer software applications for others. Because MOBILE WALLET applications can be a characteristic of such

software and hardware, and for such software applications, the mark is merely descriptive for the Class 42 services as well.

Thus, we find that MOBILE WALLET is merely descriptive of certain of the identified goods and services in each class of the application, and therefore the refusal of registration with respect to each class must be affirmed. We point out that, in reaching this conclusion, we have not adopted the Examining Attorney's position that the mark is merely descriptive simply because all of the goods or services can be purchased by means of a mobile wallet. We agree with applicant that this is too tenuous a connection for us to find that the mark immediately and directly describes the goods and services. Rather, this would be equivalent to saying that "credit card" cannot be registered as a trademark for any goods or services because virtually all goods and services can be purchased by credit card.

Decision: The refusal of registration is affirmed with respect to all six classes of the application, namely, 9, 16, 35, 36, 38 and 42. However, because the Examining Attorney specified that his refusal of registration for Class 16 was limited to certain of the goods listed in the identification for that class, when the appeal is

terminated the application will go forward to publication
in Class 16 for the following goods:

Printed and stamped plastic and cardboard greeting, blank, note, and index cards; Note paper and envelopes; nametags and labels made from paper or cardboard; notebooks; note pads; stationery; paper, namely, bond paper and art paper; gift-wrap paper; diaries; address books; student calendars; stamp albums and photo-albums; folders for letters and loose papers; stationery clear hole tab reinforcements; rubber stamps and impression stamps; paper weights; letter openers; drawing and ungraduated rulers; erasers; staplers; paper clips; blotting pads; desk file trays; desk stands and holders for holding stationery and office implements; bookmarkers; stencils; scratch pictures; PVC stickers; blackboards; chalk sticks; adhesives for stationery or household purposes; drawing and painting materials, namely, pencils, drawing pencils, pens, drawing pens and pencil cases.