
To: Lane, Eric L. (elane@law.gwu.edu)
Subject: TRADEMARK APPLICATION NO. 77394276 - GREEN PATENT BLOG - N/A
Sent: 7/10/2008 2:24:49 PM
Sent As: ECOM110@USPTO.GOV

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UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77/394276

MARK: GREEN PATENT BLOG

77394276

CORRESPONDENT ADDRESS:

LANE, ERIC L.
8810 VIA ANDAR
SAN DIEGO, CA 92122-1521

RESPOND TO THIS ACTION:

<http://www.uspto.gov/teas/eTEASpageD.htm>

GENERAL TRADEMARK INFORMATION:

<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: Lane, Eric L.

CORRESPONDENT'S REFERENCE/DOCKET NO:

N/A

CORRESPONDENT E-MAIL ADDRESS:

elane@law.gwu.edu

OFFICE ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE: 7/10/2008

THIS IS A FINAL ACTION.

The examining attorney acknowledges the applicant's response to the office action. The section 2(e)(1) refusal is made FINAL.

Merely Descriptive

The examining attorney refuses registration on the Principal Register because the proposed mark merely describes the services. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); see TMEP §§1209.01(b), 1209.03 *et seq.* A mark is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the specified services. TMEP §1209.01(b); see *In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPQ2d 1009, 1010 (Fed. Cir. 1987). Moreover, a mark that identifies a group of users to whom an applicant directs its services is also merely descriptive. TMEP §1209.03(i); see *In re Planalytics, Inc.*, 70 USPQ2d 1453, 1454 (TTAB 2004).

The determination of whether a mark is merely descriptive is considered in relation to the identified services, not in the abstract. *In re Abcor Dev. Corp.*, 588 F.2d 811, 814, 200 USPQ 215, 218 (C.C.P.A. 1978); TMEP §1209.01(b); see, e.g., *In re Polo Int'l Inc.*, 51 USPQ2d 1061 (TTAB 1999) (finding DOC in DOC-CONTROL would be understood to refer to the "documents" managed by applicant's software, not "doctor" as shown in dictionary definition); *In re Digital Research Inc.*, 4 USPQ2d 1242 (TTAB 1987) (finding CONCURRENT PC-DOS merely descriptive of "computer programs recorded on disk" where relevant trade used the denomination "concurrent" as a descriptor of a particular type of operating system). "Whether consumers could guess what the product is from consideration of the mark alone is not the test." *In re Am. Greetings Corp.*, 226 USPQ 365, 366 (TTAB 1985).

"A mark may be merely descriptive even if it does not describe the 'full scope and extent' of the applicant's goods or services." *In re Oppedahl & Larson LLP*, 373 F.3d 1171, 1173, 71 USPQ2d 1370, 1371 (Fed. Cir. 2004) (citing *In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341, 1346, 57 USPQ2d 1807, 1812 (Fed. Cir. 2001)); TMEP §1209.01(b). It is enough if the term describes only one significant function, attribute or property. *In re Oppedahl*, 373 F.3d at 1173, 71 USPQ2d at 1371; TMEP §1209.01(b).

As stated in the first office action, "GREEN PATENT BLOG" immediately describes the services. "BLOG" is generic for the services as the services are, per the description of services, "blogs." "Green Patent" describes the subject of the blogs. "Green" is commonly understood, descriptive, wording for things and subjects which involve clean technology and renewable energy. "Patent" describes the subject of the blog as patents are a type of intellectual property. Taken together, the wording is merely descriptive as applicant provides blogs which provide information and opinion on patents in the field of green technology.

Applicant argues that "GREEN" has many meanings. However, descriptiveness is considered in relation to the relevant services. The fact that a term may have different meanings in other contexts is not controlling on the question of descriptiveness. *In re Chopper Indus.*, 222 USPQ 258, 259 (TTAB 1984); *In re Bright-Crest, Ltd.*, 204 USPQ 591, 593 (TTAB 1979); TMEP §1209.03(e). Here, in relation to blogs featuring clean technology and renewal energy technology, "green" immediately describes a subject of the service.

Applicant notes that other blog trademarks have been registered. However, the wording INVENT in "THE INVENT BLOG" is arguably suggestive. Further, PATENT PENDING BLOG is registered only on the **Supplemental Register** with a disclaimer of BLOG as generic. See attached. Thus, this evidence submitted by the applicant supports a finding of descriptiveness rather than rebuts the refusal. See also the attached third party "BLOG" registrations on the Supplemental Register.

Further attached are web pages showing use of the wording "green patents." Included are pages of applicant's blog. The July 9th, 2008 entry defines the wording "GREEN" as descriptive. Applicant states: "This offers one lesson for applicants seeking federal registrations for eco-marks containing such eco-descriptive terms as GREEN or CLEAN: add a non-descriptive, arbitrary word to your mark to spice things up and improve your chances of success in the PTO." Applicant's blog on the prosecution of the current application states "I drafted the listing of services to indicate their green aspect." This evidence shows that "green" is descriptive of the subject of applicant's services. Additionally, applicant's blog uses the wording "GREEN PATENTS" descriptively in the July 6th 2008 title "Granted Green Patents Peter in First Quarter of 2008" and the February 13th 2008 title "Green Patents Gratis: Sharing Eco-Friendly Technology."

"Green Patent Blog" immediately describes the subject of the services as applicant provides a blog featuring content on patents involving "green" or clean technology and renewal energy. Thus, the wording is merely descriptive and must be denied registration.

The applied-for mark has been refused registration on the Principal Register. Applicant may respond to the refusal by submitting evidence and arguments in support of registration and/or by amending the application to seek registration on the Supplemental Register. *See* 15 U.S.C. §1091; 37 C.F.R. §§2.47, 2.75(a); TMEP §§801.02(b), 816. Amending to the Supplemental Register does not preclude applicant from submitting evidence and arguments against the refusal(s).

Note that a disclaimer of the wording BLOG is required if applicant amends to the supplemental register. The computerized printing format for the *Trademark Official Gazette* requires a standard form for a disclaimer. TMEP section 1213.08(a)(i). A properly worded disclaimer should read as follows:

No claim is made to the exclusive right to use "BLOG" apart from the mark as shown.

See In re Owatonna Tool Co., 231 USPQ 493 (Comm'r Pats. 1983).

If applicant does not respond within six months of the mailing date of this final Office action, the application will be abandoned. 15 U.S.C. §1062(b); 37 C.F.R. §2.65(a). Applicant may respond to this final Office action by:

- (1) Submitting a response that fully satisfies all outstanding requirements, if feasible; and/or
- (2) Filing an appeal to the Trademark Trial and Appeal Board, with an appeal fee of \$100 per class.

37 C.F.R. §§2.6(a)(18), 2.64(a); TBMP ch. 1200; TMEP §714.04.

In certain rare circumstances, a petition to the Director may be filed pursuant to 37 C.F.R. §2.63(b)(2) to review a final Office action that is limited to procedural issues. 37 C.F.R. §2.64(a); TMEP §714.04; *see* 37 C.F.R. §2.146(b); TBMP §1201.05; TMEP §1704 (explaining petitionable matters). The petition fee is \$100. 37 C.F.R. §2.6(a)(15).

TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE: TEAS Plus applicants should submit the following documents using the Trademark Electronic Application System (TEAS) at <http://www.uspto.gov/teas/index.html>: (1) written responses to Office actions; (2) preliminary amendments; (3) changes of correspondence address; (4) changes of owner's address; (5) appointments and revocations of attorney; (6) amendments to allege use; (7) statements of use; (8) requests for extension of time to file a statement of use, and (9) requests to delete a §1(b) basis. If any of these documents are filed on paper, they must be accompanied by a \$50 per class fee. 37 C.F.R. §§2.6(a)(1)(iv) and 2.23(a)(i). Telephone responses will not incur an additional fee. NOTE: In addition to the above, applicant must also continue to accept correspondence from the Office via e-mail throughout the examination process in order to avoid the additional fee. 37 C.F.R. §2.23(a)(2).

/Daniel Capshaw/
Trademark Attorney
Law Office 110
571.272.9356

RESPOND TO THIS ACTION: Applicant should file a response to this Office action online using the form at <http://www.uspto.gov/teas/eTEASpageD.htm>, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For *technical* assistance with the form, please e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and

maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

Print: Jul 10, 2008

77204800

DESIGN MARK

Serial Number

77204800

Status

REGISTERED

Word Mark

INSURANCE COVERAGE LAW BLOG

Standard Character Mark

Yes

Registration Number

3443163

Date Registered

2008/06/03

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Rossmiller, David P. INDIVIDUAL UNITED STATES Suite 1500 851 SW Sixth Ave Portland OREGON 97204

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Online journals, namely, blogs featuring news, information, and legal analysis relating to insurance coverage law. First Use: 2006/01/24. First Use In Commerce: 2006/01/24.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BLOG" APART FROM THE MARK AS SHOWN.

Filing Date

2007/06/13

Amended Register Date

2008/04/23

Examining Attorney

SLOAN, CYNTHIA

Print: Jul 10, 2008

77204800

Attorney of Record
Matthew R. Wilmot

Insurance Coverage Law Blog

Print: Jul 10, 2008

77322732

DESIGN MARK

Serial Number

77322732

Status

REGISTERED

Word Mark

MED LAW BLOG

Standard Character Mark

Yes

Registration Number

3411213

Date Registered

2008/04/08

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

TUCKER ARENSBERG, PC CORPORATION PENNSYLVANIA Tucker Arensberg, PC
1500 One PPG Place Pittsburgh PENNSYLVANIA 15222

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: On-line
journals, namely, blogs featuring the exchange of information about
the health care industry. First Use: 2004/06/04. First Use In
Commerce: 2004/06/04.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BLOG" APART FROM THE
MARK AS SHOWN.

Filing Date

2007/11/06

Examining Attorney

POLZER, NATALIE

Attorney of Record

LEE KIM AND RALPH F. MANNING

MED LAW BLOG

Print: Jul 10, 2008

78655695

DESIGN MARK

Serial Number

78655695

Status

REGISTERED

Word Mark

THE GOLF BLOG

Standard Character Mark

Yes

Registration Number

3105384

Date Registered

2006/06/13

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Lee, Edward INDIVIDUAL UNITED STATES 1716 Andover Road Columbus OHIO
43212

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Providing
on-line information, news and analysis relating to golf. First Use:
2004/01/15. First Use In Commerce: 2004/01/15.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BLOG" APART FROM THE
MARK AS SHOWN.

Filing Date

2005/06/22

Amended Register Date

2006/03/24

Examining Attorney

FOLMAR, WINSTON

Print: Jul 10, 2008

78655695

Attorney of Record
John J. Okuley

THE GOLF BLOG

Print: Jul 10, 2008

78845274

DESIGN MARK

Serial Number

78845274

Status

REGISTERED

Word Mark

PATENT PENDING BLOG

Standard Character Mark

Yes

Registration Number

3379815

Date Registered

2008/02/05

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Robert L. Shaver INDIVIDUAL UNITED STATES 1515 Shenandoah Boise IDAHO 83712

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Online journals, namely blogs featuring news and information relating to the history of technology and intellectual property law. First Use: 2004/11/30. First Use In Commerce: 2004/11/30.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BLOG" APART FROM THE MARK AS SHOWN.

Filing Date

2006/03/24

Amended Register Date

2007/12/17

Examining Attorney

MCCOY, KELLY

Print: Jul 10, 2008

78845274

Attorney of Record
Robert L. Shaver

Patent Pending Blog

Print: Jul 10, 2008

78854521

DESIGN MARK

Serial Number

78854521

Status

REGISTERED

Word Mark

BLOG YOUR HOME

Standard Character Mark

Yes

Registration Number

3252603

Date Registered

2007/06/12

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Site Tutor, Inc. CORPORATION CALIFORNIA 1330 Orange Avenue, Suite 326
Coronado CALIFORNIA 92118

Goods/Services

Class Status -- ACTIVE. IC 036. US 100 101 102. G & S: On-line
residential real estate listing services. First Use: 2006/03/14.
First Use In Commerce: 2006/03/14.

Filing Date

2006/04/05

Amended Register Date

2007/03/21

Examining Attorney

DWYER, JOHN

BLOG YOUR HOME

Print: Jul 10, 2008

78908388

DESIGN MARK

Serial Number

78908388

Status

REGISTERED

Word Mark

BLOG TALK RADIO

Standard Character Mark

Yes

Registration Number

3403909

Date Registered

2008/03/25

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

phonemyblog, L.L.C. LIMITED LIABILITY COMPANY NEW JERSEY 25 Old Farms
Road Woodcliff Lake NEW JERSEY 07677

Goods/Services

Class Status -- ACTIVE. IC 042. US 100 101. G & S: Computer
services, namely, hosting and maintaining an online website for others
to host a call-in talk show via a global communications network.
First Use: 2006/07/28. First Use In Commerce: 2006/07/28.

Filing Date

2006/06/14

Amended Register Date

2008/01/18

Examining Attorney

BUTLER, ANDREA

Attorney of Record

Robert Trent Pipes

BLOG TALK RADIO

Print: Jul 10, 2008

78927554

DESIGN MARK

Serial Number

78927554

Status

REGISTERED

Word Mark

THE APPRAISER BLOG

Standard Character Mark

Yes

Registration Number

3383623

Date Registered

2008/02/12

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Thompson & Company Appraisal Services LTD LIAB CO NEVADA 7015 Burnside Drive San Jose CALIFORNIA 951203219

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Online journals, namely, blogs for the exchange of information and opinions pertaining to the appraisal industry. First Use: 2006/02/01. First Use In Commerce: 2006/09/16.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BLOG" APART FROM THE MARK AS SHOWN.

Filing Date

2006/07/12

Amended Register Date

2007/05/04

Examining Attorney

IZZI, MARILYN

Print: Jul 10, 2008

78927554

Attorney of Record

Matthew T. Welker, Esq.

The Appraiser Blog

Green Patent Blog

covering intellectual property issues in clean technology

Green Apple Cleaners: Cleaning Clothes with Clean Technology

July 10, 2008

A recent Matter Network story about a New York dry cleaning business caught my attention. Green Apple Cleaners (Green Apple), which has two locations in Manhattan and a third in Mahwah, New Jersey, uses environmentally-friendly Solvair Cleaning Systems to launder its clients' clothes.

The Solvair Cleaning System is owned by Illinois textile cleaning technology company R. R. Street & Co. (RRS) and covered by a family of RRS patents directed to cleaning systems using organic cleaning solvents and a pressurized fluid solvent.

In the process disclosed by U.S. Patent Nos. 6,355,872, 6,736,859, 6,755,871 and 7,147,670, clothes are cleaned by an organic cleaning solvent in a perforated drum contained within a cleaning vessel, and the used solvent is extracted by rotating the drum at high speed. The process then departs from conventional cleaning methods by removing residual solvent with a pressurized fluid instead of using an evaporative hot air drying cycle.

This is made possible because the organic cleaning solvent is soluble in the pressurized liquid solvent. The pressurized fluid solvent is then transferred from the drum, and the vessel is de-pressurized so any remaining pressurized fluid solvent evaporates. According to the patents, the result is less damage to both the clothes and the environment.

About the Author

Eric Lane is a patent attorney at Luce, Forward, Hamilton & Scripps in San Diego, where he is in the Intellectual Property and Climate Change & Clean Technologies practice groups. Mr. Lane can be reached at (858) 720-6383 or at elane@luce.com.

Disclaimers

The content on this blog is not legal advice. The opinions expressed in this blog reflect only the present views of its author and should not be attributed to Luce Forward or its clients.

E-mail Alerts

To receive a free e-mail alert with new Green Patent Blog posts, send an e-mail to elane@luce.com with "blog sign up" in the subject line.

Recent Posts

[Green Apple Cleaners: Cleaning Clothes with Clean Technology](#)
[Prosecuting EcoMarks Part III: CBP Responds to "Merely Descriptive" Rejection](#)
[Granted Green Patents Patent First Quarter of 2008](#)
[Derkson Aspects ThinFilm Solar Production Patents: London Patent in Dispute](#)
[Clean Up America Accused of Dirty Dealing](#)

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because the term "green" has many meanings in addition to the environmental and clean tech definition, such as relating to plants or as a slang for money or finance.

Moreover, some of those additional definitions comprise subject matter that, like clean tech, is the stuff of patents. For example, plant patents are quite prevalent (think Monsanto, genetically-modified crops, etc.). Financial services patents are common as well.

GPB also argued that determining the services provided under a mark containing "green" together with "patent" requires a reasoning process because most people do not associate "green" characteristics (whether clean tech, money, plants or something else) with intellectual property law.

So advocate turned blogger turned blogger/advocate gave it his best shot. In another few months, we'll see how GPB did.

Patent & Trademark - No Comments -

Granted Green Patents Peter in First Quarter of 2008

11/10/2008

A study by the Heslin Rothenberg law firm shows that the number of clean energy patents granted by the U.S. Patent & Trademark Office (PTO) decreased in the first quarter of 2008. The newest installment of the firm's Clean Energy Patent Growth Index (CEPGI), published quarterly, found that 220 clean energy patents were granted in the first quarter of this year, compared to 228 in the first quarter of last year and 227 in the fourth quarter of 2007. (see the Greentech Media article)

Among the report's findings are that patents for wind power, tidal/wave power and geothermal energy went up relative to the last quarter, while fuel cell patents, hybrid/electric vehicle patents, biomass/biofuel patents and solar power patents were down. However, fuel cell technology remained by far the most represented, with 124 patents, or 56% of the clean energy patents granted in the first quarter. Wind power patents were second with 35 patents granted, with 23 solar patents and 19 hybrid/electric vehicle patents.

The leading clean energy patentee in the first quarter of 2008 was Honda, with 16 patents, followed by General Electric and General Motors, each with 11. The top ten list includes other automotive companies Nissan, Toyota and Hyundai.

As the Greentech Media piece points out, the CEPGI data may indicate the hot areas of research and development in clean energy but doesn't necessarily measure innovation or commercial success. For

- Patent
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- Orange Book Blog
- Patent Article
- Patent Analyst
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- Reusing Innovation
- The Bar of Seattle
- The Invent Blog
- TheTechIP
- Washington State Patent Law Blog

IP Resources

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- U.S. Patent & Trademark Office
- World Intellectual Property Organization

Renewable Energy Resources

- California Energy Commission Renewable Alerts
- U.S. DOE Energy Efficiency and Renewable Energy

Renewable Energy Resources - Biofuels

- U.S. Department of Energy Bioenergy Research Center

Renewable Energy Resources - Energy Efficiency

- U.S. Department of Energy Energy Efficiency

doesn't necessarily measure innovation or commercial success. For instance, the article notes that, despite the relative dominance of fuel cell patents, fuel cells are not a particularly lucrative market.

Another question CEPGI doesn't answer is why there was a first quarter dip in granted clean energy patents. Is it due to fewer applications being filed or fewer applications being granted? Is the PTO become tougher on clean energy patent applications or perhaps tougher in general? One way to investigate this would be to search the PTO's published applications database in addition to searching issued patents. A quarterly tally of the clean energy applications would shed some light on clean energy patent filings and might provide a fuller picture of what is happening in clean energy innovation.

Filed in Policy & Initiatives | No Comments »

Oerlikon Asserts Thin-Film Solar Production Patent; Sunfilm Defends in Dusseldorf

July 10, 2008



Oerlikon is a Swiss company that makes thin-film solar production equipment. Oerlikon is the worldwide exclusive licensee of "micromorph" tandem cell technology, which it acquired in 2003 from the University of Neuchatel in Switzerland.

Micromorph tandem cells have two different silicon materials - amorph and microcrystalline - in a top and a bottom cell. This setup increases

efficient economy
Building Technologies Program
CEPGEI

Renewable Energy Resources - Geothermal

Geothermal Energy Association

Renewable Energy Resources - Solar

Solar Energy Industries Association

Renewable Energy Resources - Wind

American Wind Energy Association

efficiency because the amorphous top cell converts the visible light from the sun while the microcrystalline bottom cell absorbs sunlight in the infrared part of the spectrum.

The technology is covered by a family of patents, including European patent EP 0 871 979 (EP patent) and U.S. Patent No. 6,669,666 (U.S. patent), and generally provides a process for making thin-film solar cells using microcrystalline or nanocrystalline silicon. As discussed in Oerlikon's U.S. patent, this patent family addresses some of the problems of thin film solar cell production and facilitates large scale production.

Last month Oerlikon sued German thin-film solar cell maker Sunfilm AG (Sunfilm) in the German District Court of Dusseldorf (pictured above), alleging infringement of the EP patent.*

One common method of laying microcrystalline silicon on a substrate to make solar cells is called Chemical Vapor Deposition (CVD) and involves using one or more volatile gases, which react or decompose to deposit the desired material. CVD often results in defects in the silicon layer, including weak photocurrent and negative "doping." (doping means intentionally adding impurities to a semiconductor to increase the number of free charge carriers; the level of doping needs to be controlled to achieve efficient solar cells). According to the U.S. patent, oxygen is one culprit that can cause flaws in the microcrystalline silicon layer. Oerlikon's patented technology overcomes these problems by purifying one of the gases before the silicon deposition step to reduce the oxygen content of the deposition gas.

One interesting point here is that Oerlikon, a production equipment manufacturer, has not sued a direct competitor in Sunfilm, but has instead sued a competitor's customer (Sunfilm is a thin film solar cell manufacturer, not a production equipment maker).

Therefore, this lawsuit has raised the question whether Oerlikon also plans to sue Sunfilm's supplier, California production equipment maker Applied Materials Co. (AMAT) (For the record, we had AMAT's contract to supply a second line of manufacturing equipment). Although Oerlikon denies that it intends to sue AMAT for infringement, AMAT knows it may be in the line of fire and has taken a preemptive step in the court of public opinion. It has issued a statement defending its manufacturing process and asserting that it does not infringe Oerlikon's patent.

USING PATENT AS A SOURCE INSPIRATION OF THE US SYSTEM, AND
However, without a link to an official description of the
technology.

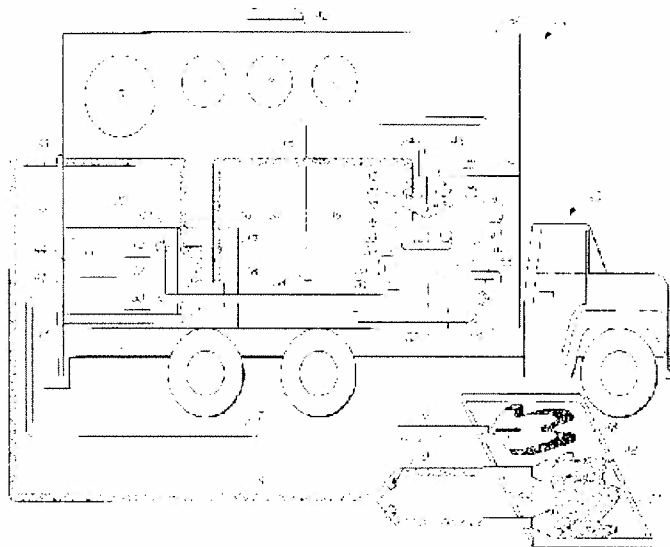
Posted in Solar Power | No Comments »

Clean Up America Accused of Dirty Dealing

07/10/2008



Warner West International, LLC (PWI) is a Santa Rosa, California company that provides environmentally-compliant industrial and commercial cleaning services. PWI cleans nasty hydrocarbon and metallic contaminants, including oil, grease, heavy metals, diesel fuels and latex paints, using its patented "closed loop" waste treatment system (all contained in the pretty truck pictured above and shown in the drawing below).



U.S. Patent No. 5,979,012 ('012 patent) is directed to a mobile waste treatment system including a wastewater treatment unit and a steam cleaning unit. The system, housed in a truck or trailer, sprays steam onto a contaminated surface. The steam condenses and emulsifies the surface contaminants, which are vacuumed up in the form of contaminated water and pumped to the steam cleaning unit on the truck and then piped to the wastewater treatment unit.

The wastewater treatment unit churns the contaminated water with a clay-based flocculant (a chemical that cause particles suspended in solution to come out as flakes). The sludge that separates out is deposited on a porous cloth on draining trays, and the drained water is re-used in the steam cleaning unit. An important advantage of this system is that it provides on-site separation of solid and liquid waste, which facilitates environmentally-friendly disposal.

Last month PWI sued Clean Up America, Inc. (CUA), a Virginia-based cleaning equipment maker, in federal court in San Francisco for alleged infringement of the '012 patent, breach of contract, fraud and interference with business advantage. According to the complaint ([plaintiff's complaint.pdf](#)), in 2003 PWI granted CUA a non-exclusive license to use and sell PWI's patented technology. CUA was obligated to pay a royalty for such use and sale. The agreement also gave PWI certain rights to sell its clay-based flocculants to CUA customers.

PWI alleges that CUA owes royalties on products and services it sold under the agreement and that CUA continues to sell and offer products and services that incorporate the technology of the '012 patent even though the agreement expired in 2006. PWI is seeking damages and a court order enjoining CUA from engaging in infringing activity.

The fraud claim asserts, without any factual support, that CUA intentionally misrepresented its intent to pay PWI for use of the patented technology. The federal rules of civil procedure require that a fraud claim be pleaded with particularity, so this claim could get tossed if PWI doesn't amend its complaint to provide more detail.

[Return to "Recycling & Waste Management: No Comments"](#)

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« Nichia Denied Attorney's Fees in LED Design Suit Has Gertrude
PTO Rejects GREEN PATENT BLOG Trademark Application as “Merely Descriptive” (Prosecuting Eco-Marks, Part I) Rothschild Become
the Ronald Katz of Clean Tech? »



In February, I filed a trademark application ([gpbapplication.pdf](#)) in the U.S. Patent & Trademark Office (PTO) for GREEN PATENT BLOG. I figured I would compromise my credibility in matters of green intellectual property (IP) if I didn't take available measures to protect my own green IP.

In the application, I avoided the trouble with eco-marks that I discussed in a couple of previous posts ([see here](#) and [here](#)). That is, I drafted the listing of services to indicate their green aspect. My listing is as follows:

ON-LINE JOURNALS, NAMELY, BLOGS FEATURING NEWS, INFORMATION AND LEGAL ANALYSIS RELATING TO INTELLECTUAL PROPERTY LAW ISSUES IN THE CLEAN TECHNOLOGY AND RENEWABLE ENERGY INDUSTRIES

RENEWABLE ENERGY INDUSTRIES

A few weeks ago, the PTO issued a first Office Action ([goods.pdf](#)) in which the trademark examiner rejected GREEN PATENT BLOG as "merely descriptive" of blogs that provide information on green technology (a trademark can't be registered with the PTO if it is a generic term or descriptive of goods or services because that would restrict competitors from conveying information about their goods or services).

Specifically, the examiner noted that BLOG is generic for blogging services, and GREEN PATENT describes the subject matter of the blog. The Office Action stated that GREEN describes things that involve clean technology or renewable energy, and PATENT is generic for a form of intellectual property. Finally, the examiner attached some evidence of internet usage of "green patents" that he says shows that the term describes clean technology patents.

I will be formulating a response to the Office Action in the next week or two and will report on it once it's filed. But don't worry - Green Patent Blog will fight the good fight. I'll go all the way to the Supreme Court if I have to.

© 2008 Green Patent Blog. All rights reserved. This page is part of the Green Patent Blog Trademark Application as "Merely Descriptive" (Prosecuting Eco-Marks, Part I) series. For more information, see the PTO Trademark Application as "Merely Descriptive" (Prosecuting Eco-Marks, Part I) series.

3 Responses to "PTO Rejects GREEN PATENT BLOG Trademark Application as "Merely Descriptive" (Prosecuting Eco-Marks, Part I)"

Mike Says:

July 10th, 2008 at 11:12

Good luck with the Supremes ☺

Did you file an application for the green circle-R mark?
What about "greenpatentblog.com"?

<http://greenpatentblog.com/2008/06/17/pto-rejects-green-patent-blog-trademark-application-as-merely-descriptive-prosecuting-eco-marks-part-ii/> 07/10/2008 01:08:00 PM

Franco Serafini Says:

June 17th, 2008 at 15:24

The argument of the Examining Attorney seems to be self-defeating. Why should GREEN PATENT BLOG be refused registration, while trademarks such as GREEN HOMES CENTRAL (providing information on green buildings), GREEN MBA (a MBA program about green issues), or INSIDE GREEN BUSINESS (providing information about green business) have been held to be registrable? I fail to see the conceptual difference.

Stephanie Says:

June 10th, 2009 at 09:18

Hmm. Maybe you should change the subject matter of the blog to golf. Then "Green" would no longer "describe[]" things that involve clean technology or renewable energy" but rather, would refer to putting greens. Or change your last name to Green.

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Green Patent Blog

covering intellectual property issues in clean technology

Archive for February, 2008

Capturing Carbon Dioxide from the Air

February 5, 2008 1:38 PM



This discussion was supposed to be part of Green Patent Blog's Best of 2007 post, a project that got lost amid holiday festivities. So here it is now:

While the important effort to reduce or eliminate greenhouse gas emissions continues, removing previously emitted greenhouse gases from the air may become necessary depending on how dire the climate change problem really is. That's what Columbia University physicist Klaus Lackner's technology does. Dr. Lackner is a named co-inventor on at least three patent applications and one issued patent relating to capturing and recovering carbon dioxide from the air.

U.S. Application No. 2006/0051274 is directed to an apparatus for capturing CO₂ called a laminar scrubber. The laminar scrubber is a wind collector having a set of flat plates, or lamellae, arranged centimeters apart from each other. Air is sucked through the plates by a natural pressure gradient, wind or convection. A hydroxide based scrubber fluid flows down the plates while a forward airflow passes

About the Author

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based sorbent flows down the plates while a layered airflow passes through the thin spaces between the plates. The contact between the air and the sorbent causes a chemical reaction which removes the carbon dioxide. The patent application contemplates groups of laminar scrubber units combined in larger superstructures - what some of the press reports have called synthetic trees. (read articles here and here)

U.S. Application Pub. No. 2007/01992047 covers the next steps of the process, namely recovering the CO2-filled sorbent and separating the CO2 from the sorbent liquid. The electrochemical methods of the application are more direct and energy efficient than prior art processes, which require transferring carbonate ions to calcium carbonate and then burning off the calcium. Lackner's process uses electrodialysis, in which the sorbent flows through cells having compartments separated by membranes. At one end of the cell is a positively charged anode, at the other a negatively charged cathode. The membranes also are charged to allow the passage of only positive ions or negative ions between compartments; a positively charged membrane traps positive ions while a negatively charged membrane traps negative ions. Positive ions flow toward the cathode, negative ions flow toward the anode, and the ions are trapped in compartments along the way based on the type of membrane separating each compartment. This structure separates the sorbent solution into hydroxide and CO2 by trapping and concentrating the negatively charged hydroxide ions in a compartment bounded by a negatively charged membrane. The CO2 is released in a concentrated, pressurized stream, which can be sequestered or used for other purposes.

[Synthetic Trees: Carbon Sequestration: No Compomers](#)

Green Patents Gratis: Sharing Eco-Friendly Technology

By [Michael J. Sussman](#)

Last month IBM, Sony, Pitney Bowes and Nokia started the [Knowledge Commons](#), a new initiative to share patented technology that protects the environment. Each company has donated at least one patent to the Commons, which is administered by the World Business Council for Sustainable Development (WBCSD), a Geneva-based organization that promotes sustainability in business. Companies choose which of their patents to contribute, and the Commons selects for inclusion those patents that provide a direct or indirect environmental benefit. To be selected, the patents must also relate to a technology field on the [WBCSD's list of priority areas](#), which the WBCSD

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has selected from the International Patent Classification. As of now, the Commons has 31 patents, the vast majority of which were donated by IBM.

The patents are identified on a [four-page PDF file](#) hosted by the WBCSD, and the technology is available to anyone, including both members (those companies that have contributed patents) and non-members. The idea is to allow easy access to environmentally-friendly innovation so that anyone well positioned to implement the technology can do so. One major advantage of the Commons is the cross-industry nature of the patent pool. While cross-licenses within industries are common, they are harder to come by between different industries, and the diversity of the pool facilitates cross-industry use of the technology.

Members (known as "pledgers") sign a [four-page Pledge](#) promising not to enforce the donated patents against those who use the patented technology to achieve an environmentally beneficial result (known as "implementers"). However, the donated patents technically are not in the public domain because the Commons allows pledgers to retain a defensive termination option. That is, the pledger may terminate its promise not to sue as to implementers who assert their own patents against the pledger.

At this point the Commons rules get a bit complicated: the power of termination varies depending on whether or not the implementer asserting its patent against the pledger is another pledger. A pledger may terminate its nonassert against another pledger enforcing an unpledged patent only if the unpledged patent has a classification on the Commons Classification List and the accused products provide an environmental benefit. That is, one pledger may sue another pledger for infringement of a patent outside the field of the Commons without losing its rights within the Commons field. A pledger may terminate its nonassert against a *non-pledger* who asserts *any* patent against the pledger.

There are more posts to come on the Eco-Patent Commons. Subsequent posts will discuss some of the patents available through the Commons.

[Article by Intellectual Property Strategist](#)

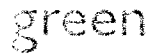
Clorox's New Eco-Marks

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Last month Clorox introduced a line of natural cleaning products sold under the Green Works brand name. The Green Works cleaners are made from coconuts and lemon oil, are biodegradable and are packaged in recyclable bottles. The products' green trademark protection comes from multiple angles, including both ordinary trademarks and certification marks (see my previous posts on this subject).

First, Clorox has applied for federal trademark registrations for both the word mark GREEN WORKS and the design mark (shown above) in multiple classes of goods ranging from soap, toothpaste and deodorant to dishwasher and laundry detergents to plastic wrap, storage containers and kitty litter. Most of the applications were filed with the U.S. Patent & Trademark Office last year and are still pending, although one application for the word mark in connection with all purpose cleaners was filed in late 2006 and has been allowed.

The products also were certified by the Environmental Protection Agency's (EPA) Design for the Environment (DfE) program and bear the DfE label. The DfE certification mark means the EPA has screened the product's ingredients for potential health and environmental effects and concluded that they are low risk for the class of chemicals used in that product.

Finally, Clorox can impress green consumers with a Sierra Club endorsement of the Green Works product line. The conservation group's logo - also protected by a federal trademark registration - soon will appear on the products.

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Sustainable IT | Ted Samson - IBM, Nokia, and Sony back **green-patent** giveaway

January 14, 2008 | Comments (0)

IBM, Nokia, and Sony back green-patent giveaway

TAGS: Green technology, IBM, Nokia, Sony

As sustainability continues to percolate in minds of business and technology leaders worldwide, we're witnessing more and more companies stepping up and sharing their resources and brainpower for the greater green good.

The latest example comes from IBM, who has partnered with the World Business Council for Sustainable Development on an initiative to make publicly available a host of donated "environmentally responsible" patents. Nokia

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publicly available a host of donated "environmentally responsible" patents. Nokia, Sony, and Pitney Bowes have thus far joined the cause.

The portfolio of patents, dubbed the Eco-Patent Commons, will "feature innovations focused on environmental matters and innovations in manufacturing or business processes where the solution provides an environmental benefit."

Said benefits might be energy conservation, pollution prevention, usage of environmentally preferable materials, and increased recycling opportunity.

"In addition to enabling new players to engage in protecting the environment, the free exchange of valuable intellectual property will accelerate work on the next level of environmental challenges. We strongly urge other companies to contribute to the Eco-Patent Commons," said Dr. John E. Kelly III, IBM senior VP and director of IBM Research, in a written statement.

As I write this, the Eco-Patent Commons contains 31 patents, 27 of which come from Big Blue (known for cranking out patents like bunnies crank out more bunnies). Those include an "apparatus and method for reusing printed media for printing information" and a "system for cleaning contamination from magnetic recording media rows."

Nokia has one on the list ("systems and methods for recycling of cell phones at the end of life"), as does Sony ("floculating agent and a method for flocculation"). The other two comes from Pitney Bowes ("ink-jet printer having variable maintenance algorithm" and "multiple overload protection for electronic scales").

These companies are the first IT heavyweights to share their resources toward a common green good. Consider the Green Grid, a nonprofit consortium of tech companies that's focused on developing metrics, standards, and best practices for curbing power consumption.

Moreover, Sun last year unveiled OpenCO₂.org, an online community providing free tools and resources for calculating, tracking, and comparing greenhouse gas emissions.

Additionally, Cisco has volunteered time and resources to the William J. Clinton Foundation to develop technologies and strategies to help cities reduce their negative impact on the environment.

Additional information about the Eco-Patent commons is available on the WBCSD Web site.

Related links:

- Cisco sheds green innovations aimed at climate change
- Green Grid announces tech forum in February
- Sun launches community for measuring, comparing CO₂ emissions

Ted Samson is a senior analyst at InfoWorld and author of the Sustainable IT blog. Subscribe to his free weekly Green Tech newsletter.

Posted by Ted Samson on January 14, 2008 10:27 AM

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Group sharing green patents adds a member

The Boston Globe

By Bloomberg News / January 15, 2008

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ATLANTA - International Business Machines Corp., the leading recipient of US patents, is joining Sony Corp., Nokia Oyj, and Pitney Bowes Inc. in offering the rights to environmentally friendly technologies for free.

The effort, called the Eco-Patent Commons, is designed to help companies save energy and water and curb pollution, Armonk, N.Y.-based IBM said yesterday in a joint statement with the World Business Council for Sustainable Development in Geneva.

Companies are taking steps to show they're fighting global warming and promoting sustainable development. The Eco-Patent Commons is the first forum for sharing intellectual property with environmental uses.

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12 STEPS TO HEAL NEAR-BREAK



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"There's no one industry, innovation, or technology that provides a silver-bullet solution," said David Kappos, IBM's lead patent attorney. "There's going to be a long series of development involving many industries."

The Eco-Patent Commons will start with 31 patents, 27 of which were contributed by IBM. The company has received more US patents than any other for 15 years. The US Patent and Trademark Office issued 3,125 to IBM last year, Kappos said.

Among the patents IBM is contributing is one for a catalytic reactor that uses low-radio frequency energy ions to help covert pollutants into stable gases. ■

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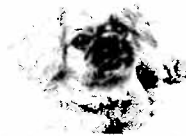
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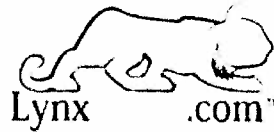


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Green intellectual property auction web site launched

LynxStreet web site aims to link environmental innovators with potential investors

Written by Sarah Griffiths
[BusinessGreen](#)



A virtual trading floor designed to help developers of cleantech intellectual property (IP) find backers for their ideas was launched last week.

The auction web site, [LynxStreet.com](#), said it was looking for both tangible and conceptual examples of intellectual property that could be matched with potential investors.

"In our research we realised there was a need for a central repository of green technology and innovation and a venue was required to attract investors and their intellectual property as well as the venture capitalists, corporations and governments with the means to implement them," said Ron Barenburg, chief operations officer at LynxStreet.com.

In addition to being an auction site for green patents, the site is also designed for those inventors who have patents pending that they want to sell, said Barenburg. "This is an important category because potentially it could save companies and/or governments considerable

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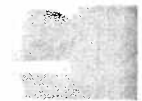
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potentially it could save companies and/or governments considerable money in R&D that they do not have to spend," he added.

Another virtual trading floor is for raw concepts that have not yet got off the drawing board. It is aimed at those with environmental ideas but without the time, money, ability or patience to flesh them out into patent format, said Barenburg. "These thinkers are an important part of the process and companies and/or governments might want to buy their idea and employ them," he explained.

A "wanted" section also allows firms and investors looking for specific cleantech solutions to advertise their requirements, while a licensing section aims to help universities and professional organisations license their IP to manufacturers.

The company said the web site is currently in Beta mode, but is fully functional and ready for auctions.

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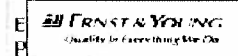
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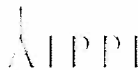
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IBM leads from the front and puts green patents on the side of the angels

Yesterday the University of London's Queen Mary IP Research Institute (QMIPRI, as it is more manageably known) held its first ever annual conference at the New Connaught Rooms in London. The day was a great success with a good turnout and many interesting and thought-provoking talks from speakers who ranged from academics to industry insiders. Among those presenting was Roger Burt, Senior IP Counsel for IBM in Europe. After his talk I had a chat with him during one of the coffee breaks.

We ended up speaking about IBM's new eco-patent commons initiative. Along with Nokia, Sony and Pitney Bowes, IBM has formed an association with the World Business Council for Sustainable Development (WBCSD) to facilitate the sharing of patents that can benefit the environment. The four companies have collectively donated 31 patents to the scheme covering environmental conservation innovations. This means anyone who wishes to use them can do so for free. The WBCSD gives an overview of the objectives of the eco-patent commons on its website and will be hosting a searchable archive in which all of the donated patents can be identified. One of the patents IBM has donated relates to shock-proof cardboard packaging. Due to the way the cardboard is folded, it protects the contents, dispensing with the need for polystyrene packaging – something which is currently clogging up landfills all over the world. However, as Big Blue is not in the business of manufacturing packaging, Roger explained that it was happy for the patent to be exploited by others. All very admirable; but what's in it for IBM, I wondered. Well, aside from the moral element, Roger said there would also be financial benefits. The more companies that manufactured the boxes, the further down the price is driven and the cheaper IBM can buy its packaging. There is considerable pressure placed on companies by the public today to be

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environmentally sound, and this has clearly been picked-up on by IBM and its collaborators in the eco-patent commons. While consumerism continues to grow, there is much greater emphasis on buying green and focusing on the eco credentials of the company you are purchasing from. As you would expect, IBM is ahead of the game in realising this; witness the Project Big Green initiative launched at the end of last year, for example.

Of course, for a patent-owning giant like IBM there is also another considerable benefit to the eco-patent commons. As this blog has previously discussed, there is growing pressure from both governments and NGOs to facilitate the transfer of environmental technology. Increasingly, patents are being identified as potential barriers to the fight against global warming. A company as savvy as IBM knows that the best way to disarm critics is to look at what they are saying and to act upon it. Rather than allowing critics of the patent system to label patents as obstacles to environmental progress (with all the long term damage that could do to patent owners' interests), the eco commons puts them up as facilitating tools. And IBM is there as a guiding light of the initiative, just as it is now seen as a prominent supporter of open source, despite having probably the largest portfolio of software patents in the world! Talk about grabbing the zeitgeist and turning it into a business opportunity - truly Big Blue does not miss a trick!

Sara Jayne Adams, IAM Magazine | 19 Feb 2008

re: IBM leads from the front and puts green patents on the side of the angels

You might be interested in reading my thoughts when this announcement was first made:

<http://www.gathering2.com/BLOGS/Gathering2UBlog/Gathering2UExecutiveblog/tabid/2111>

I think it is refreshing in this age of patent bullies.

Sharon Oriel

Sharon L Oriel, Gathering2.0 | 20 Feb 2008

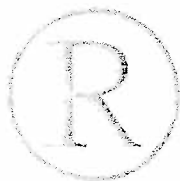
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The Trouble With Eco-Marks (Part I)



Since I started reading, researching and posting about the prevalence of eco-marks (trademarks that communicate environmentally-friendly products or practices), I've been troubled by them. There is, of course, the obvious concern about false, unsubstantiated, or misleading environmental claims, known as "greenwashing," which troubles me as a consumer. This concern has been borne out by a recently published report by Terra Choice, an environmental marketing agency, called "The Six Sins of Greenwashing," which surveyed over 1,000 purportedly green products and found that the vast majority made false or misleading claims. I've discussed this problem, and a couple of ways to combat it in this space before. (see prior posts [here](#) and [here](#))

But there is something else about the union of green marketing and trademarks that troubles me as an IP lawyer. As I mentioned in previous posts, one can't get a federal registration for a mark that

previous posts, one can't get a federal registration for a mark that is a descriptive or generic term for the goods or services because that would prevent competitors from identifying their goods or services. An application for federal registration of a trademark must specifically identify the goods or services the mark will be used in connection with. It is this identification, or listing, of goods or services that the U.S. Patent & Trademark Office (PTO) examines to decide whether the mark should be allowed a federal registration. This decision is guided by many factors including the level of descriptiveness of the mark. But the trouble with eco-marks is that the identification of goods rarely reflects the environmental component of the mark. Take, for example, the identifications of services for two marks owned by PNC Bank:

1. FINANCIAL SERVICES, NAMELY, BANKING SERVICES FEATURING CHECKING, SAVINGS AND INVESTMENT ACCOUNT SERVICES; FINANCIAL WEALTH MANAGEMENT; CONSUMER LENDING SERVICES; INVESTMENT BROKERAGE SERVICES; PENSION VALUATION SERVICES; ADMINISTRATION OF EMPLOYEE PENSION PLANS; INSURANCE AGENCY SERVICES; LIFE, HEALTH, ACCIDENT AND FIRE INSURANCE UNDERWRITING; INVESTMENT BANKING SERVICES; FUNDS INVESTMENT AND FUND INVESTMENT CONSULTATION.

2. BANKING; FINANCIAL SERVICES, NAMELY, FINANCIAL MANAGEMENT SERVICES, FINANCIAL PLANNING SERVICES, ESTATE PLANNING SERVICES, TAX PLANNING SERVICES, RETIREMENT PLANNING SERVICES, GIFT PLANNING SERVICES, DISTRIBUTION PLANNING SERVICES, ENDOWMENT MANAGEMENT AND PRIVATE FOUNDATION ADMINISTRATION SERVICES, EMPLOYEE BENEFIT PLAN MANAGEMENT AND SERVICES, FINANCIAL PORTFOLIO MANAGEMENT SERVICES, INVESTMENT ADVISORY, MANAGEMENT AND CONSULTATION SERVICES, INVESTMENT BANKING SERVICES, SECURITIES UNDERWRITING AND BROKERAGE SERVICES, INSURANCE UNDERWRITING SERVICES IN THE FIELDS OF LIFE, HEALTH, ACCIDENT, FIRE, MARINE, AND MEDICAL, AND ANNUITY UNDERWRITING AND BROKERAGE SERVICES, AND BANKING SERVICES.

You wouldn't know it, but one listing is for an eco-mark. The first is the identification of services for the mark GREEN BRANCH, the second is for EASY AS PNC. By reading the GREEN BRANCH listing, one would never suspect that PNC is using the mark to attract environmentally-conscious consumers by touting the bank's green ways. There is no mention of PNC's energy efficient technology,

green buildings, or any other environmentally-friendly business practices.

It seems to me that GREEN BRANCH arguably *is* descriptive of the services actually provided - financial services in environmentally-friendly bank facilities - even though it is, of course, *not* descriptive of the services listed. While trademark examiners in the PTO sometimes take it upon themselves to look beyond the listing of goods or services to the context of the mark's use, they don't always, and the result is stealth prosecution of eco-marks as these arguably descriptive trademarks may slip under the radar of the PTO.

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green [green]

adjective (*comparative* green-er, *superlative* green-est)

Definition:

- grass-colored:** of a color in the spectrum between yellow and blue, like the color of grass
- having edible green leaves:** consisting of or containing green leaves of vegetables
 - *a green salad*
- grassy or leafy:** consisting of or containing grass, plants, or foliage
- POLITICS advocating protection of**

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4. POLITICS **advocating protection of environment:** supporting or promoting the protection of the environment

5. made with little environmental harm: produced in an environmentally and ecologically friendly way, e.g. by using renewable resources

6. not ripe: unripe or not mature
• *green bananas*

7. jealous: envious or jealous

8. sickly-looking: pale and sickly-looking, especially as a result of nausea

9. innocent: naive and lacking experience, especially because of being new to something

10. new: young, new, recent, or fresh

11. WOODWORK **unseasoned:** describes newly cut and unseasoned wood
• *green wood*

12. INDUSTRY **untanned:** describes leather that is not yet tanned

13. CERAMICS **unfired:** describes objects that are not yet fired

noun (*plural* greens)

Definition:

1. color of grass: a primary color between yellow and blue in the spectrum, like the color of grass

2. green coloring: a green pigment or

2. **green coloring:** a green pigment or dye
3. **green cloth:** green fabric or clothing
4. **green thing:** a green object
5. **grassy area:** an area of ground that is covered with grass, especially a public or communal area
6. **LAWN BOWLING grassy area for lawn bowling:** an area of grass that is maintained for lawn bowling and similar games
7. **GOLF grassy area surrounding golf hole:** the closely mowed area at the end of a fairway on a golf course on which the hole for the ball is located
8. **POLITICS advocate of protection of environment:** a supporter or advocate of protecting the environment, especially a member of a political party concerned with environmental issues
9. **FINANCE money:** cash or paper money (*slang*)

plural noun **greens**

Definition:

1. **green vegetables:** vegetables with green leaves and stems, e.g. cabbage and spinach
2. *North America* **decorative green foliage:** green foliage used for decoration

3. green-colored clothing: green clothing, e.g. Army uniforms or operating room scrubs (*informal*)

transitive and intransitive verb (*past and past participle* greened, *present participle* green-ing, *3rd person present singular* greens)

Definition:

1. become green: to become green, or make something green

2. ENVIRONMENT become environmental advocate: to become aware of environmental issues, or make somebody aware of environmental issues

[Old English *grenæ*; Germanic]

- **green-ish** *adjective*
- **green-ly** *adverb*
- **green-ness** *noun*

go green to become actively interested in environmental issues and support environmental causes

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