

<b>U.S. PATENT AND TRADEMARK OFFICE</b>  <b>APPEARANCE RECORD</b> <b>EX PARTE APPEAL</b>	<b>APPLICATION SERIAL NO.</b>  <b>77129912</b>	<b>PAPER NO.</b>
	<b>HEARING DATE:</b>  <b>September 30, 2015</b>	<b>TIME:</b>  <b>2:00PM</b>
<b>HEARING BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD</b>		
<b>HEARD BY ADMINISTRATIVE TRADEMARK JUDGES:</b>		
<b>BUCHER</b>	<b>ZERVAS</b>	<b>RITCHIE</b>
<b>APPLICANT'S NAME:</b> <b>SANTA CRUZ TOACCO CO., INC.</b>		<b>APPLICANT'S COUNSEL:</b>  <b>Steven Wadyka</b>
		<b>TRADEMARK EXAMINING ATTORNEY:</b>  <b>David Reihner</b>