

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage in an envelope addressed to the Commissioner of Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3514

November 25, 2003
Date of Deposit

Thomas M. Williams
Name of Applicant, Assignee
or Registered Representative

[Signature]
Signature

November 25, 2003
Date of Signature

Our Case No. 10339/43

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In re Application of:)
)
1-800 Contacts, Inc.)
) Examiner: J. Brett Golden
Serial No.: 78/125,785)
) Law Office 102
Trademark: THE WORLD'S LARGEST)
CONTACT LENS STORE.)
)
)
Filing Date: May 2, 2002)

12/12/2003 ZCLIFT01 00000031 78125785

01 FC:6403

100.00 OP

NOTICE OF APPEAL

BOX TTAB FEE
Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3514

Applicant 1-800 Contacts, Inc. ("Applicant"), by its attorneys, hereby appeals to the Trademark Trial and Appeal Board from the decision of the Examining Attorney dated June 12, 2003, finally refusing registration of the above-identified service mark.

The appeal fee, in the amount of \$100.00, is enclosed. If there are any additional fees, please charge them to Deposit Account No. 23-1925.

Respectfully submitted,

1-800 CONTACTS, INC.

Dated: November 25, 2003

By: 

Thomas M. Williams
BRINKS HOFER GILSON & LIONE
P.O. Box 10395
Chicago, Illinois 60610
Telephone: (312) 321-4200
Facsimile: (312) 321-4299

Attorneys for Applicant

TTAB

Thomas M. Williams
312-321-4717
twilliams@brinkshofer.com

**BRINKS
HOFER
GILSON
& LIONE**

Date of Deposit: November 25, 2003

BOX TTAB FEE
Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3514

A PROFESSIONAL CORPORATION
INTELLECTUAL PROPERTY ATTORNEYS

NBC TOWER · SUITE 3600
455 N. CITYFRONT PLAZA DRIVE
CHICAGO, ILLINOIS 60611-5599
brinkshofer.com
FAX 312-321-4299
TELEPHONE 312-321-4200

Re: Applicant: 1-800 Contacts, Inc.
Trademark: THE WORLD'S LARGEST CONTACT
LENS STORE.
Serial No.: 78/125,785
Our Case No.:10339/43

SAN JOSE, CA
INDIANAPOLIS, IN
ANN ARBOR, MI
ARLINGTON, VA

Dear Sir/Madam:

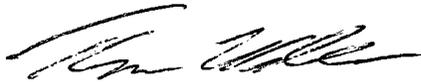
Enclosed for filing is the following document:

1. Notice of Appeal;
2. Filing fee in the amount of \$100.

The Assistant Commissioner is hereby authorized to charge payment of any additional filing fees required to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.

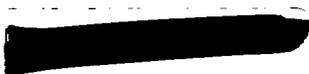
If you have any questions, please contact the undersigned at the above telephone number.

Sincerely,



Thomas M. Williams

TMW/jlc
Enclosures



11-28-2003