

TTAB

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

**In the matter of trademark application Serial No. 78463754
For the mark *The Last Best Place*
Applicant - David E. Lipson**

NOTICE OF OPPOSITION

**Maria Umhey d.b.a. Cheerful Quilts
P.O. Box 740
Milltown, MT 59851**

The above -identified opposer believes that she will be damaged by registration of the mark shown in the above-identified application, and hereby opposes the same.

I am a freelance quiltmaker and designer. Thirty-seven of my quilt designs have been published in magazines with national and international circulation. Many of my quilts embody the spirit of Montana which is exemplified by the phrase, "*The Last Best Place*". As my business grows I would like to have the option of using this phrase in promotional material as so many other small businesses in Montana have. I respectfully request that you deny the above-captioned trademark application.


Maria Umhey

August 1, 2005

