

ESTTA Tracking number: **ESTTA257630**

Filing date: **12/29/2008**

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

Application Serial No.	78820505
Applicant	McQuaid, Matthew

Notice of Appeal

Notice is hereby given that McQuaid, Matthew appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 78820505.

Applicant has filed a request for reconsideration of the refusal to register, and requests suspension of the appeal pending consideration of the request by the Examining Attorney.

The refusal to register has been appealed as to the following class of goods/services:

- Class 041. First Use: 2006/03/01 First Use In Commerce: 2006/03/01
All goods and services in the class are appealed, namely: Book and review publishing; electronic publishing services, namely, publication of text and graphic works of others on the Internet and in electronic books featuring inspirational and motivational subjects; magazine publishing; publishing and distribution of books, reviews and other printed matter as well as related electronic data carriers; publishing of books and reviews; publishing of books, magazines; publishing of electronic publications; publishing of reviews; publishing of web magazines

Respectfully submitted,

/bda/

12/29/2008

BRIAN D. ANDERSON

Attorney of Record

SHEPPARD MULLIN RICHTER & HAMPTON, LLP

4 EMBARCADERO CTR FL 17

SAN FRANCISCO, CA 94111-4106

UNITED STATES

banderson@sheppardmullin.com

(415) 434-9100