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Filing date: **03/17/2004**

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

<b>Proceeding</b>	91157022
<b>Party</b>	Defendant FD Management, Inc. FD Management, Inc. 300 Delaware Avenue Wilmington, DE 19801
<b>Correspondence Address</b>	GARY H. FECHTER MCCARTER & ENGLISH, LLP 300 PARK AVENUE New York, NY 10022
<b>Submission</b>	Substitution of Attorneys and Power of Attorney
<b>Filer's Name</b>	Joseph R. Dreitler
<b>Filer's e-mail</b>	<a href="mailto:jrdreitler@jonesday.com">jrdreitler@jonesday.com</a>
<b>Signature</b>	/s/Joseph R. Dreitler
<b>Date</b>	03/17/2004
<b>Attachments</b>	Substitution of Attorney - Arden.pdf ( 2 pages )

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

IN THE MATTER OF:

TRADEMARK APPLICATION NO. 76/372,550 - ARDENBEAUTY

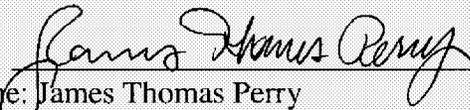
DATE OF PUBLICATION: JUNE 3, 2003

_____	)	
The Wet Seal, Inc.	)	
	)	
Opposer,	)	
	)	
v.	)	Opposition No. 91157022
	)	
FD Management, Inc.,	)	
	)	
Applicant.	)	
_____	)	

**SUBSTITUTION OF ATTORNEYS AND POWER OF ATTORNEY**

Applicant hereby revokes all previous Powers of Attorney and hereby appoints Joseph R. Dreitler, Brian Downey and Mary R. True, all members of the Bar of the State of Ohio, with a mailing address c/o Jones Day, 41 South High Street, Suite 1800, Columbus, Ohio 43215, telephone (614) 469-3902, its attorneys to prosecute the Opposition shown above and to transact all business in the Patent and Trademark Office in connection therewith. Please address all correspondence and communications to the said Joseph R. Dreitler.

**FD MANAGEMENT, INC.**

By:   
Name: James Thomas Perry  
Title: Vice President

Date: March 16, 2004

CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing Substitution of Attorneys and Power of Attorney was served by first class mail, postage prepaid, on John M. Cone, Esq. c/o Akin, Gump, Strauss, Hauer & Feld, LLP, 1700 Pacific Avenue, Suite 4100, Dallas, TX 75201 by regular first class U.S. mail, postage prepaid, this 17th day of March, 2004.

*Nancy A Fickle*