

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

AM GENERAL, LLC :  
: :  
Opposer, :  
: :  
v. :  
: :  
OPTIMIZER, INC. :  
: :  
Applicant. :

TTAB

Opposition No. 91161306

APPLICANT'S ANSWER TO NOTICE OF OPPOSITION

Applicant Optimizer, Inc. ("Applicant"), by and through its undersigned counsel, answers the Notice of Opposition in the above-captioned proceeding as follows:

1. Applicant denies knowledge or information sufficient to form a belief as to the truth of the allegations in paragraph 2 of the Notice of Opposition and therefore denies same.
2. Applicant denies knowledge or information sufficient to form a belief as to the truth of the allegations in paragraph 2 of the Notice of Opposition and therefore denies same.
3. Applicant denies knowledge or information sufficient to form a belief as to the truth of the allegations in paragraph 3 of the Notice of Opposition and therefore denies same.
4. Applicant denies the allegations in paragraph 4 of the Notice of Opposition.
5. Applicant denies the allegations in paragraph 5 of the Notice of Opposition.
6. Applicant denies the allegations in paragraph 6 of the Notice of Opposition.
7. Applicant denies the allegations in paragraph 7 of the Notice of Opposition.
8. Applicant denies the allegations in paragraph 8 of the Notice of Opposition.
9. Applicant denies the allegations in paragraph 9 of the Notice of Opposition.
10. Applicant denies the allegations in paragraph 10 of the Notice of Opposition.



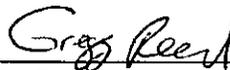
09-27-2004

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #22

WHEREFORE, Applicant respectfully requests that the Notice of Opposition be dismissed.

Dated: September 27, 2004

Respectfully submitted,

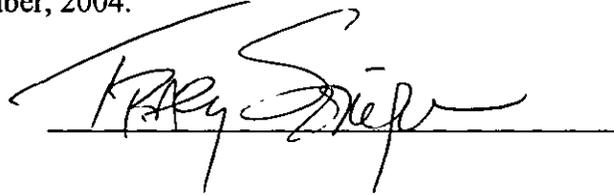


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Attorneys for Applicant Optimizer, Inc.

**CERTIFICATE OF SERVICE**

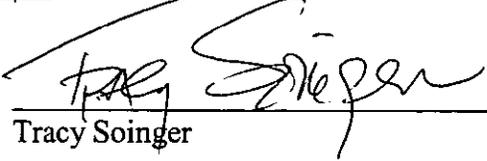
I hereby certify that a true and correct copy of the foregoing was served by regular U.S. Mail on Gerard T. Gallagher, Esq., at Baker & Daniels, 205 West Jefferson Blvd., Suite 250, South Bend, Indiana 46601, on this 27<sup>th</sup> day of September, 2004.



A handwritten signature in black ink, appearing to read "Tracy Sipe", is written over a horizontal line. The signature is cursive and stylized, with a large initial 'T' and 'S'.

**CERTIFICATE OF EXPRESS MAILING**

I hereby certify that the foregoing is being deposited with the United States Postal Service as Express Mail, postage prepaid, in an envelope addressed to Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513, on this 27 day of September, 2004

  
\_\_\_\_\_  
Tracy Soinger

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Express Mail Tracking No.