

ESTTA Tracking number: **ESTTA360177**

Filing date: **07/27/2010**

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

Proceeding	91162780
Party	Plaintiff Message In A Bottle, Inc. f/k/a Gold Shells, Inc.
Correspondence Address	Peter H. Smith Peter H. Smith, Attorney at Law 3436 Beckwith Road Modesto, CA 95358 UNITED STATES
Submission	Appearance of Counsel/Power of Attorney
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Date	07/27/2010
Attachments	miab.attorney.appt.pdf (2 pages)(17818 bytes)

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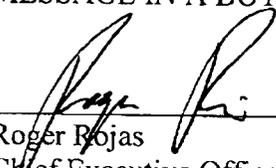
<p>MESSAGE IN A BOTTLE, INC.</p> <p style="text-align: center;">Opposer,</p> <p style="text-align: center;">v.</p> <p>KEITH CANGIARELLA</p> <p style="text-align: center;">Applicant</p>	<p>Opposition No.: 91,162,780</p> <p>Application Serial No.: 78/229,875</p> <p>Mark: MESSAGE IN A BOTTLE</p>
<p>KEITH CANGIARELLA</p> <p style="text-align: center;">Petitioner,</p> <p style="text-align: center;">v.</p> <p>MESSAGE IN A BOTTLE, INC.</p> <p style="text-align: center;">Registrant</p>	<p>Counterclaim for cancellation</p> <p>Registration No.: 2,243,269</p> <p>Mark: MESSAGE IN A BOTTLE</p>
<p>APPOINTMENT OF ATTORNEY</p>	

OPPOSER MESSAGE IN A BOTTLE, INC. (“Opposer”) hereby appoints Mark R. Leonard, a member of the Bar of the State of California, Davis & Leonard LLP, 8880 Cal Center Drive Suite 180, Sacramento, California, 95826, mleonard@davisandleonard.com, to represent Opposer in this proceeding in place and stead of Peter H. Smith, with full power of substitution and revocation, and to transact all business in the United States Patent and Trademark Office in connection therewith.

Respectfully submitted,

MESSAGE IN A BOTTLE, INC.

Date: July 26, 2010

By: 

Roger Rojas
Chief Executive Officer