

ESTTA Tracking number: **ESTTA64683**

Filing date: **02/01/2006**

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

Proceeding	91162780
Party	Defendant Cangiarella, Keith Cangiarella, Keith 331 N. Harrington Drive Fullerton, CA 92831
Correspondence Address	Stephen L. Anderson Anderson & Associates 32605 Highway 79 South, Suite 208 Temecula, CA 92592 UNITED STATES attorneys@brandxperts.com
Submission	Opposition/Response to Motion
Filer's Name	Stephen L. Anderson
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Signature	/StephenLAnderson/
Date	02/01/2006
Attachments	EX B.pdf (1 page) ltr re ex b.pdf (1 page)

Subject: Overture March 2003 Activity Summary for DreamWeaver Studios Acct: 9624770960
Date: Mon, 14 Apr-2003 17:04:59 -0700
From: "Overture US" <announce@announce01.overture.com>
To: <mib@dreamweaverstudios.com>



Dear Overture™ Advertiser:

Spring is here, so if your business could benefit from a seasonal promotional strategy, now is the time to review your Overture account. Consider adding new terms to reach consumers conducting searches related to Easter, Mother's Day, Memorial Day and Graduation Day, as well as other seasonal events and inter Overture recommends adding seasonal terms well in advance, in order to capture search users who research their purchases early.

Sincerely,

Your Partners at Overture

Client Activity Report Summary

Report Period: Month ending 03/31/03

DreamWeaver Studios
 mib@dreamweaverstudios.com

See reports for acct#: [9624770960](#)

Account #
9624770960

Summary of Account for March 2003

Total clickthrough charges (USD)	Total# of clicks	Average Cost Per Click (USD)
106.53	407	0.26

Top performing terms-

Your top performing search terms are listed in descending order by the volume of impressions each term received on Overture during the report period. Listings that are highlighted are those that were in Premium Listing positions at the end of the report period.

Search Term	Clicks	Total Cost (USD)	Bid Amount	*Top Bid	*Impressions	*CTR	*Ending Position
message in the bottle	352	103.78	0.31	0.35	4,002	7.24%	3
message in a bottle invitation	44	2.20	0.05	0.05	267	16.48%	1
message in a bottle gift	11	0.55	0.05	0.06	71	15.49%	2

Premium Listings

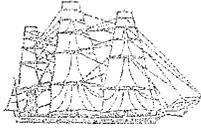
Premium Listings™ (listings in positions 1-3) reach 80% of all active Internet users, including users on MSN, Yahoo!, Lycos and other partners' sites!

DirectTraffic Center® Login

Now you can view your billing online. Visit the [DirectTraffic Center](#) to view or download your Account Statements and Client Activity.

Listings that include the search term in the title or description have a clickthrough rate (over 50% higher average) than those that don't.

Top Bid
 The highest amount any advertiser is paying for a search term at the end of the report period.



ANDERSON & ASSOCIATES

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February 1, 2006

United States Patent & Trademark Office
Commissioner for Trademarks
TRADEMARK TRIAL & APPEAL BOARD
P.O. Box 1451
Alexandria, VA 22313-1451

RE: Applicant's Opposition to Opposer's Motion to Reopen
Exhibit "B" to the decalaration of Keith Cangiarella
Gold Shells, Inc. v. Cangiarrella; Cangiarrella v. Roger Rojas
Opposition No. 91162780
ESTTA confirmation receipt ID: ESTTA64287

Dear Sir or Madam:

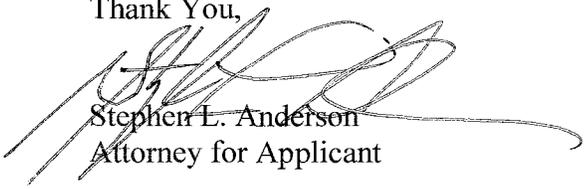
Please find enclosed Exhibit "B" to the declaration of Applicant Keith Cangiarella filed in opposition to Opposer's Motion To Reopen Discovery and Extend Trial Schedule.

Such Exhibit was inadvertently omitted from the electronic filing submitted earlier this week, but has been sent to Opposer's counsel of record. We apologize for any inconvenience or confusion caused by such omission.

In addition, the undersigned hereby certifies that a true copy of this letter and the attached Exhibit "B" are being mailed to Opposer's counsel, Peter Smith on this date.

Please feel free to contact me with any questions or concerns.

Thank You,



Stephen L. Anderson
Attorney for Applicant

cc: Peter Smith
cc: client