

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

In re Application No. 78/455833  
Published May 31, 2005

Elizabeth Grady Face First, Inc.

Opposer

v.

Sprint Communications Company LP

Applicant.

Opposition No. 96665585

Commissioner for Trademarks  
PO Box 1451  
Alexandria, VA 22213-1451

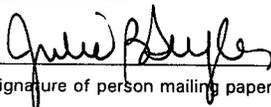
APPLICANT'S ANSWER TO THE  
NOTICE OF OPPOSITION

1. Applicant has insufficient information as to the allegations set forth in Paragraph 1 and therefore denies same.
2. Applicant has insufficient information as to the allegations set forth in Paragraph 2 and therefore denies same.

Date of Deposit : July 22, 2005

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to the Commissioner for Trademarks, P.O.Box 1451, Alexandria Virginia 22313-1451.

**JULIE B. SEYLER**



(signature of person mailing paper or fee)

3. Applicant has insufficient information as to Opposer's use of the mark BUSINESS IS BEAUTIFUL and therefore denies the allegations set forth in Paragraph 3.

4. Applicant denies Paragraph 4.

5. Applicant denies Paragraph 5.

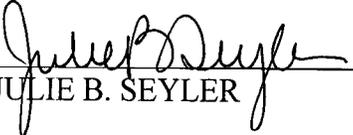
6. Applicant admits that there has been correspondence between Opposer and Applicant but denies there was any stonewalling of Opposer and denies this is a basis to support a claim of likelihood of confusion under Section 2(d).

#### AFFIRMATIVE DEFENSES

7. Opposer's services are directed to the field of skin care salons and said services are commercially unrelated to Applicant's goods thereby negating any likelihood of purchaser confusion.

8. Applicant's mark and Opposer's mark, when compared in their entireties, are not substantially similar.

Respectfully submitted

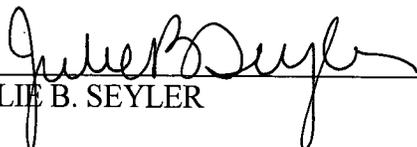
  
JULIE B. SEYLER

ABELMAN FRAYNE & SCHWAB  
666 Third Avenue  
New York, New York 10017  
212-949-9022

**CERTIFICATE OF SERVICE**

I hereby certify that the foregoing **ANSWER** was served by first class mail, postage prepaid this 22<sup>nd</sup> day of July, 2005 upon the following:

Maggie A. Lange, Esq.  
Jerry Cohen, Esq.  
Perkins Smith & Cohen LLP  
One Beacon Street  
Boston, MA 02108

  
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JULIE B. SEYLER