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Filing date: **08/03/2005**

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

Proceeding	91165585
Party	Defendant Sprint Communications Company L.P. Sprint Communications Company L.P. 6200 Sprint Parkway Overland Park, KS 66251
Correspondence Address	JULIE B. SEYLER ABELMAN FRAYNE & SCHWAB 666 THIRD AVENUE NEW YORK, NY 10017
Submission	Answer
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Date	08/03/2005
Attachments	BUSINESS IS BEAUTIFUL ANSWER TO AMENDED OPPOSITION.pdf (2 pages)

**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

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Elizabeth Grady Face First, Inc.		:	
	Opposer	:	
v.		:	Opposition No. 91165585
		:	
Sprint Communications Company LP		:	
	Applicant.	:	
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Commissioner for Trademarks
PO Box 1451
Alexandria, VA 22213-1451

**APPLICANT'S ANSWER TO THE
AMENDED 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.
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).

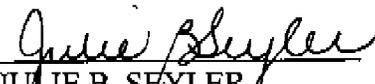
7. Applicant denies Paragraph 7.

AFFIRMATIVE DEFENSES

8. 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.

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

Respectfully submitted


JULIE B. SEYLER

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CERTIFICATE OF SERVICE

I hereby certify that the foregoing ANSWER was served by first class mail, postage prepaid this 3rd day of August, 2005 upon the following:

Maggie A. Lange, Esq.
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JULIE B. SEYLER