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Filing date: **10/20/2006**

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

Proceeding	91167151
Party	Defendant Independent Marketing Alliance LP Independent Marketing Alliance LP 16000 Memorial Drive, Suite 200 Houston, TX 77079
Correspondence Address	Bartt G. Thompson Pagel, Davis & Hill, P.C. 1415 Louisiana, 22nd Floor Houston, TX 77002 mbh@pdhlaw.com
Submission	Opposition/Response to Motion
Filer's Name	Martyn B. Hill
Filer's e-mail	mbh@pdhlaw.com
Signature	/s/ Martyn B. Hill
Date	10/20/2006
Attachments	PLD0.20061020.Response to Motion for Leave.pdf (2 pages)(8342 bytes)

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

FLOWERS BAKERIES BRANDS, INC.,)	
)	Opposition No. 91167151
Opposer)	
v.)	In the Matter of Application
)	Serial No. 78/432642
INDEPENDENT MARKETING ALLIANCE LP,)	Mark: COBBLESTONE MARKET
)	
Applicant.)	Filing Date: December 6, 2005
)	Published: September 20, 2005

APPLICANT'S RESPONSE CONSENTING TO OPPOSER'S
MOTION FOR LEAVE TO AMEND NOTICE OF OPPOSITION

Now comes Applicant, Distribution Marketing Services, L.P., formerly Independent Marketing Alliance, L.P., and submits this Response Consenting to Opposer Flowers Bakeries Brands, Inc.'s Motion for Leave to Amend Notice of Opposition.

In light of Opposer's consent to Applicant's Unopposed Motion for Leave to Amend Application, Applicant has no opposition to and hereby consents to Opposer's Motion for Leave to Amend Notice of Opposition.

Respectfully submitted,

/s/ Martyn B. Hill
Martyn B. Hill
Bartt G. Thompson
PAGEL, DAVIS & HILL, P.C.
1415 Louisiana, 22nd Floor
Houston, Texas 77002
Telephone: 713-951-0160
Facsimile: 713-951-0662
Attorneys for Applicant

CERTIFICATE OF SERVICE

This is to certify that on this the 20th day of October, 2006, a copy of this Response Consenting to Opposer's Motion for Leave to Amend Notice of Opposition was served via facsimile upon:

Theodore H. Davis Jr.
Olivia Maria Baratta
KILPATRICK STOCKTON, LLP
1100 Peachtree Street
Atlanta, Georgia 30309-4530

/s/ Martyn B. Hill
Martyn B. Hill