

ESTTA Tracking number: **ESTTA96615**

Filing date: **08/28/2006**

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

Proceeding	91171891
Party	Defendant Kashi Company Kashi Company 4250 Executive Square, Suite 600 La Jolla, CA 92037
Correspondence Address	KASHI COMPANY 4250 EXECUTIVE SQ STE 600 LA JOLLA, CA 92037-9105
Submission	Appearance of Counsel/Power of Attorney
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Date	08/28/2006
Attachments	91171891.pdf ( 2 pages )(51044 bytes )

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

Kids Need Us Now, LLC	)	
Opposer,	)	
	)	Opposition No. 91171891
v.	)	Serial No. 78/719203
	)	Mark: KASHI MIGHTY
Kashi Company	)	BITES
Applicant.	)	
	)	

**REVOCATION AND SUBSTITUTION OF POWER OF ATTORNEY**

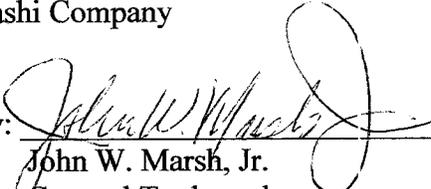
Kashi Company, the Applicant in the above-identified matter hereby revokes all Powers of Attorney previously given in this matter and appoints the firm of HARNESS, DICKEY & PIERCE, P.L.C., a firm including, among others Lisabeth H. Coakley, of the City of Troy, State of Michigan, all its Attorneys at Law admitted to practice in all the Courts of the State of Michigan, with full power of substitution and revocation, to transact all business in the Patent and Trademark Office and the Trademark Trial and Appeal Board relating to this matter.

Please direct all communications to:

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Kashi Company

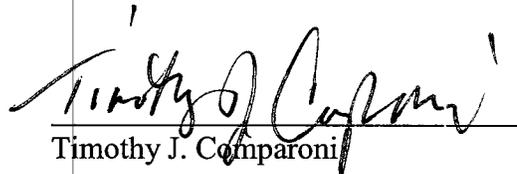
Dated: August 9, 2006

By:   
John W. Marsh, Jr.  
Counsel Trademarks

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing **Revocation and Substitution of Power of Attorney** has been served on the following counsel for Opposer, Kids Need Us Now, LLC, by mailing said copy on August 28, 2006, via First Class Mail, postage prepaid to:

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Bulkley, Richardson and Gelinas, LLP  
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Timothy J. Comparoni