

**UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451**

vb

Mailed: August 21, 2007

Opposition No. 91175781

Barnes & Noble, Inc., Barnes
& Noble College Booksellers,
Inc., barnesandnoble.com llc
v.

The Madjo Company, LLC

Linda Skoro, Interlocutory Attorney

On August 7, 2007, applicant filed a proposed amendment to its intent-to-use application Serial No. 78742478, with opposer's written consent contingent upon entry of the amendment.

By the proposed amendment, applicant seeks to amend the mark from "ME BN ME" to "ME B'N ME".

Amendments to the mark in an intent-to-use application under Section 1(b) of the Trademark Act may be approved if the proposed amendment does not materially alter the mark. Trademark Rule 2.72.

Inasmuch as the amendment simply adds a symbol and is not a material alteration to the mark, as required by Trademark Rule 2.72(b)(2), and because opposer consents

thereto, it is approved and entered. See Trademark Rule 2.133(a).

Applicant is allowed **thirty days** from the mailing date of this order in which to submit to the Board a substitute drawing page.

If this resolves the dispute herein, opposer is allowed until **thirty days** from the mailing date of this order to file a withdrawal of the opposition, failing which the opposition will go forward on the application as amended. See Trademark Rule 2.106(c).
