

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

vb

Mailed: October 31, 2007

Opposition No. 91179379

The Naked Tequila Company

v.

Jaybird Spirits Co., LLC (by
change of name from NakedJay
Spirits Co., LLC)

Cindy B. Greenbaum, Attorney:

Applicant's October 17, 2007 motion to substitute is noted. Applicant's answer to the notice of opposition filed October 17, 2007 is also noted.

We observe that applicant's name change occurred before this proceeding was instituted, and that applicant recorded its name change with the Assignment Branch of the U.S. Patent & Trademark Office at Reel No. 3640, Frame No. 0981.

In view thereof, the Board has changed the proceeding title to reflect the new name of applicant herein, substituting JAYBIRD SPIRITS CO., LLC in place of NAKEDJAY SPIRITS CO., LLC as party defendant herein. See TBMP §512.02 (2d ed. rev 2004).

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Dates remain as previously set in the institution order.¹

¹ Applicant's October 16, 2007 change of correspondence address is accepted and made of record.