

In the matter of trademark application Serial No. 78/697224
For the Mark **NEW KIDS ON THE BLOCK**
Published in the Official Gazette on June 26, 2007

NKOTB, Inc,
(the "Opponent")

v.

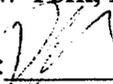
SM Productions
(the "Applicant")

Opposition No. 91180232

NOTICE

Pursuant to the Order dated April 14, 2008, this paper shall serve as a notice that Applicant SM Productions has chosen to represent itself.

SM Productions
151 1st Ave., Suite 176
New York, NY 10003

By: 

Partner

A copy of this notice has been sent to:

Peter D. Rosenthal
Roberts & Ritholz, LLP
183 Madison Ave., PH

New York, NY 10016



05-12-2008