

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

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Mailed: March 17, 2008

Opposition No. 91181994

The Federation Of The Swiss
Watch Industry

v.

First SBF Holding, Inc.

Millicent Canady, Paralegal Specialist

On February 15, 2008, applicant filed an answer to the opposition and a counterclaim to cancel opposer's pleaded registration(s). Applicant filed the proper fee.

Opposer and counterclaim defendant, The Federation of the Swiss Watch Industry, is allowed until **THIRTY DAYS** from the mailing date of this order to file an answer to the counterclaim. See Trademark Rules 2.106(b)(2)(iii) and 2.121(b)(2).

In accordance with the Trademark Rules of Practice, conferencing, disclosure, discovery and testimony period dates are reset as indicated below.

In each instance, a copy of the transcript of testimony, together with copies of documentary exhibits, must be served on the adverse party within thirty days after completion of the taking of testimony. Trademark Rule 2.125.

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| Answer to Counterclaim Due | April 16, 2008 |
| Deadline for Discovery Conference | May 16, 2008 |
| Discovery Opens | May 16, 2008 |
| Initial Disclosures Due | June 15, 2008 |
| Expert Disclosures Due | October 13, 2008 |
| Discovery Closes | November 12, 2008 |
| Plaintiff's Pretrial Disclosures | December 27, 2008 |
| 30-day testimony period for plaintiff's testimony to close | February 10, 2009 |
| Defendant/Counterclaim Plaintiff's Pretrial Disclosures | February 25, 2009 |
| 30-day testimony period for defendant and plaintiff in the counterclaim to close | April 11, 2009 |
| Counterclaim Defendant's and Plaintiff's Rebuttal Disclosures Due | April 26, 2009 |
| 30-day testimony period for defendant in the counterclaim and rebuttal testimony for plaintiff to close | June 10, 2009 |
| Counterclaim Plaintiff's Rebuttal Disclosures Due | June 25, 2009 |
| 15-day rebuttal period for plaintiff in the counterclaim to close | July 25, 2009 |
| Brief for plaintiff due | September 23, 2009 |
| Brief for defendant and plaintiff in the counterclaim due | October 23, 2009 |
| Brief for defendant in the counterclaim and reply brief, if any, for plaintiff due | November 22, 2009 |
| Reply brief, if any, for plaintiff in the counterclaim due | December 7, 2009 |

If the parties stipulate to any extension of these dates, the filing should set forth the dates in the format shown in this order. See Trademark Rule 2.121(d).

An oral hearing will be set only upon request filed as provided by Trademark Rule 2.129.¹

¹ The Board notes and accepts applicant's affidavit of proof of service of answer, affirmative defenses and counterclaim file on February 28, 2008.