

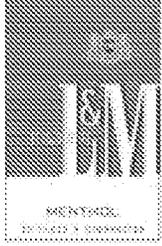
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91182537
Party	Defendant Trademarks LLC
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

<p>LORILLARD LICENSING COMPANY, LLC,</p> <p>Opposer,</p> <p>v.</p> <p>TRADEMARKS, LLC,</p> <p>Applicant.</p>	<p>Opposition No. 91182537</p>  <p>Mark: Serial No. 77199749 Filed: June 6, 2007</p>
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ANSWER

Trademarks, LLC (“Applicant”) answers the Notice of Opposition filed by Lorillard Licensing Company, LLC (“Opposer”) against its pending Application Serial No. 77199749 as set forth below.

Regarding the preamble to the Notice of Opposition, Applicant denies that Opposer will be damaged by the registration of Applicant’s mark L&M FILTER MENTHOL 20 CLASS A CIGARETTES and Design as shown in Application Serial No. 77199749. Applicant admits that Opposer represents that its principal place of business is at 300 North Greene Street, Greensboro, North Carolina. Applicant admits that the U.S. Patent and Trademark Office’s (“PTO”) Notice of Publication states that the mark L&M FILTER MENTHOL 20 CLASS A CIGARETTES and Design identified by Serial No. 77199749 was to be published in the *Official Gazette* on October 30, 2007.

Applicant admits that Opposer was granted an extension of time up until February 27, 2008 to oppose Applicant's mark L&M FILTER MENTHOL 20 CLASS A CIGARETTES and Design as shown in Application Serial No. 77199749, as per ESTTA tracking number ESTTA174235. Applicant admits that Opposer filed a Notice of Opposition on February 20, 2008 and that it filed a First Amended Notice of Opposition on April 9, 2008 (the "Notice of Opposition").

With respect to the numbered Paragraphs in the Notice of Opposition, Applicant Answers as follows:

1. Applicant lacks sufficient information to form a belief as to the truth or falsity of the allegations in Paragraph 1 of the Notice of Opposition, and therefore denies them.

2. Applicant admits that according to the PTO's records, Registration No. 1191816 is based on an application filed with the PTO on May 22, 1980. Applicant lacks sufficient information to form a belief as to the truth or falsity of the remaining allegations in Paragraph 2 and therefore denies them.

3. Applicant lacks sufficient information to form a belief as to the truth or falsity of the allegations in Paragraph 3 and therefore denies them.

4. Applicant lacks sufficient information to form a belief as to the truth or falsity of the allegations in Paragraph 4 of the Notice of Opposition, and therefore denies them.

5. Applicant lacks sufficient information to form a belief as to the truth or falsity of the allegations in Paragraph 5 of the Notice of Opposition, and therefore denies them.

6. Applicant admits that it seeks to register the mark L&M FILTER MENTHOL 20 CLASS A CIGARETTES and Design as shown in Application Serial No. 77199749 for cigarettes. Applicant lacks sufficient information to form a belief as to the truth or falsity of the remaining allegations in Paragraph 6 and therefore denies them.

7. Denied.

8. Denied.

9. Denied.

10. Denied.

PRAYER FOR RELIEF

11. The “WHEREFORE” clause of the Notice of Opposition is a Prayer for Relief that requires no response. To the extent that any such response is required, Applicant denies that Opposer is entitled to any of the relief requested in its Prayer for Relief.

12. All allegations not specifically admitted above are hereby denied.

AFFIRMATIVE DEFENSES & ALLEGATIONS

13. Opposer has failed to state a claim upon which relief may be granted.

WHEREFORE, Applicant denies that Opposer is entitled to any of the relief sought and requests that the opposition be dismissed with prejudice.

Respectfully Submitted,

Dated: May 12, 2008

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*TRADEMARKS, LLC*

CERTIFICATE OF SERVICE

I hereby certify that on May 12, 2008, a true and correct copy of the foregoing Answer was served by United States first class mail, postage prepaid, on counsel for Opposer:

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/Roberta L. Horton/