

ESTTA Tracking number: **ESTTA297344**

Filing date: **07/24/2009**

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

Proceeding	91183936
Party	Plaintiff Hollywood Chamber of Commerce
Correspondence Address	Jeffrey C. Briggs Briggs Law 6381 Hollywood Boulevard Suite 530 Hollywood, CA 90028 UNITED STATES jbriggs@jbriggslaw.com
Submission	Withdrawal of Opposition
Filer's Name	Jeffrey C. Briggs
Filer's e-mail	jbriggs@jbriggslaw.com
Signature	/Jeffrey C. Briggs/
Date	07/24/2009
Attachments	Withdrawal of Opposition re Hollywood Mobile mark.pdf ( 1 page )(11440 bytes )

### Opposer's Withdrawal of Claim

1. Opposer is the Hollywood Chamber of Commerce, owner of various marks consisting of the word "Hollywood" in the distinct, iconic, all-caps staggered letter format (the "HOLLYWOOD Mark").
2. The HOLLYWOOD Mark has become a famous mark and is specifically associated with products and services licensed by Opposer.
3. Among other licensees is "Hollywood Video" for retail store services and the rental and sale of video programs, equipment, and the like.
4. Applicant's mark consists of the exact same style depicting the word "Hollywood."
5. Applicant has submitted a modification of its mark that is acceptable to Opposer, wherefore Opposer withdraws its Opposition pursuant to the Order Mailed July 15, 2009.