

**TAA APPAREL INC**  
**48 WEST 37 STREET**  
**NEW-YORK N.Y. 11020**  
**212-268-4001**

Friday October 31<sup>st</sup>, 2008

RE : OPPOSITION NO. 91185698

77/298,884

Dear Millicent Canday, Paralegal Specialist.

We are respectfully writing to you in reference of above case in order to show cause as to why judgment by default should not be entered against TAA and its mark EK-GO GREEN label.

We strongly believe our mark is in now way infringing on the ECKO UNLTD mark for the following reason:

- a) Spelling and pronunciation of the mark is completely different. Our mark is spelled out as EE-key GO GREEN, and not ecko.
- b) Our labeling and graphics package is not similar to the registered ECKO mark.
- c) Our clothing is strictly organic in nature that is why is "green", ECKO UNLTD does not stand for green product.
- d) Our target customer s is eco/environmental conscious consumer which is different that the ECKO target customer.
- e) We do not believe our mark serial no 77/298,844 does not in any way dilute the ECKO brand

Wherefore, we respectfully request that the opposing to our mark disallowed and we may go forward with our registration.

Respectfully yours,

TAA Apparel



President.



11-06-2008