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Filing date: **03/21/2012**

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

Proceeding	91189629
Party	Defendant Multi Media Exposure, Inc.
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Date	03/21/2012
Attachments	notice of appearnace for 91189629.pdf (2 pages)(187753 bytes)

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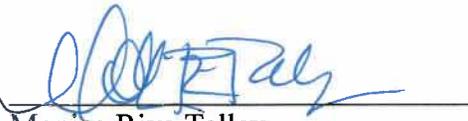
Borghese Trademarks Inc.	:	Opposition No. 91189629
Opposer,	:	
v.	:	Mark: PRINCE LORENZO BORGHESE'S LA DOLCE VITA
Multi Media Exposure, Inc.	:	Serial No.: 77/435,171
Applicant.	:	

NOTICE OF APPEARANCE

PLEASE TAKE NOTICE THAT the undersigned counsel hereby enter their appearance as attorney for Applicant, Multi Media Exposure, Inc., in the above-referenced Opposition. Please serve all further papers and pleadings on Monica Riva Talley at the postal and email addresses below stated.

DATED this 21 day of March, 2012.

Respectfully submitted,



Monica Riva Talley
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Attorney for Applicant
Multi Media Exposure, Inc.

CERTIFICATE OF SERVICE

I hereby certify that on this 21 day of March, 2012, a true and correct copy of this Notice of Appearance in Opposition No. 91189629 was served on Opposer's counsel, Stephen L. Baker, Esq. at:

Baker and Rannells PA
575 Route 28, Suite 102
Raritan, NJ 08869

Brenda L Russell

I also hereby certify that on this 21 day of March, 2012, a true and correct courtesy copy of this Notice of Appearance in Opposition No. 91189629 was served on Applicant's prior counsel, Doreen L. Costa, at:

Baker Botts LLP
30 Rockefeller Plaza
New York, NY 10112

Brenda L Russell

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