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

Proceeding	91192750
Party	Defendant E & E Co., Ltd. dba JLA Home
Correspondence Address	J. Alexander Hershey Thorp Reed & Armstrong, LLP 301 Grant Street, One Oxford Centre, 14th Floor Pittsburgh, PA 15219 UNITED STATES ahershey@thorpreed.com
Submission	Request to Withdraw as Attorney
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Signature	/J. Alexander Hershey/
Date	02/18/2010
Attachments	JLA Home - Motion to Withdraw (01089370).PDF (3 pages)(83568 bytes)

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

In re Application No. 77/783,089
Filed: July 16, 2009
Published: October 20, 2009 in the Official Gazette
For: **WEST END**

WILLIAMS-SONOMA, INC.,

Opposer,

vs.

E&E CO., LTD. (d/b/a/ JLA HOME),

Applicant.

Opposition No. 91192750

**MOTION TO WITHDRAW
AND SUBSTITUTE APPEARANCE**

Applicant E&E Co., Ltd. (d/b/a JLA Home) (“Applicant” or “JLA Home”), by its attorneys Thorp Reed & Armstrong, LLP, hereby submits this Motion to Withdraw and Substitute Appearance in the above-captioned proceedings.

1. These proceedings were initiated by Opposer Williams-Sonoma, Inc., on November 19, 2009; Applicant filed a Notice of Appearance of undersigned counsel on December 22, 2009, and filed an Answer and Affirmative Defenses on January 12, 2010.
2. At the specific request of Applicant that undersigned counsel no longer represent Applicant in these proceedings, counsel now wishes to withdraw its appearance pursuant to 37 C.F.R. § 10.40(b)(4).
3. Applicant has been advised of the contents of this Motion and has requested and approved its submission to the Trademark Trial and Appeal Board.

4. Undersigned counsel has sent to Applicant all papers related to these proceedings to which Applicant is entitled and has allowed sufficient time for Applicant to retain other counsel if it so chooses.

5. Applicant hereby requests that the appearance of undersigned counsel be withdrawn and substituted in these proceedings, pursuant to 37 CFR § 11.14(e), with the appearance of the following representative:

Edmund Jin
Chief Executive Officer
E & E Co., Ltd.
45875 Northport Loop E
Fremont, California 94538
510-490-9788(phone)
510-651-2621(fax)
edmund.jin@jlahome.com

6. Mr. Jin is an officer of Applicant E & E Co., Ltd., and is authorized to represent it in these proceedings.

WHEREFORE, Applicant and undersigned counsel request that the Board grant the withdrawal and substitution of appearance requested herein.

Respectfully submitted:

Dated: February 18, 2010

/ J. Alexander Hershey/
Barry L. Cohen
J. Alexander Hershey
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*Attorneys for Applicant
E&E Co., Ltd. (d/b/a JLA Home)*

CERTIFICATE OF SERVICE

I hereby certify that, this 18th day of February, 2010, I have caused a copy of the foregoing Motion to Withdraw and Substitute Appearance to be served by Electronic and U.S.

Mail as follows:

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/ J. Alexander Hershey/