

ESTTA Tracking number: **ESTTA340180**

Filing date: **03/31/2010**

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

Proceeding	91193249
Party	Defendant Innovative Formulas, LLC
Correspondence Address	FARHAD NOVIAN NOVIAN & NOVIAN, LLP 1801 CENTURY PARK E , SUITE 1201 LOS ANGELES, CA 90067-2314 UNITED STATES
Submission	Other Motions/Papers
Filer's Name	Joseph A. Lopez
Filer's e-mail	joseph@novianlaw.com
Signature	/Joseph A. Lopez/
Date	03/31/2010
Attachments	Proof of Service.pdf (1 page)(69012 bytes)

1 **PROOF OF SERVICE**

2 STATE OF CALIFORNIA, COUNTY OF LOS ANGELES

3 I am employed in the County of Los Angeles, State of California. I am over the age of
4 eighteen (18) and not a party to the within action; my business address is 1801 Century Park
5 East, Suite 1201, Los Angeles, CA 90067

6 On March 31, 2010, I served the foregoing documents described as: **MOTION TO**
7 **SET ASIDE DEFAULT; DECLARATION OF COLIN REID ROSE AND FARHAD**
8 **NOVIAN FILED CONCURRENTLY IN SUPPORT THEREOF**; on the interested parties
in this action [xx] by placing [] the original and/or [xx] a true copy thereof enclosed in a
sealed envelope addressed as follows:

9 Jay H. Geller
10 12100 Wilshire BL., Suite 500
11 Los Angeles, CA 90025
UNITED STATES

12 **(BY MAIL)** I caused such envelope with postage thereon fully prepaid to be placed in
13 the United States mail at Los Angeles, California. I am "readily familiar" with the firm's
14 practice of collection and processing correspondence for mailing. Under that practice it would
15 be deposited with U.S. Postal service on that same day with postage thereon fully prepaid at
Los Angeles, California in the ordinary course of business. I am aware that on motion of the
party served, service is presumed invalid if postal cancellation date or postage meter date is
more than one day after date of deposit for mailing in affidavit.

16 **(BY FACSIMILE TRANSMISSION)** I caused such document to be sent via
17 facsimile from facsimile number 310.553.0222 at 1:30 p. m. to the persons on the service list
18 at facsimile numbers listed and received a confirmed transmission report indicating that this
document was successfully transmitted to the parties named.

19 **(FEDERAL)** I declare that I am employed in the office of a member of the Bar of this
20 Court at whose direction the service was made. I declare under penalty of perjury under the
21 laws of the United States of America that the above is true and correct.

22 Executed on March 31, 2010, at Los Angeles, California.

23 
24 _____
25

26 Claire Paterson
27
28