

ESTTA Tracking number: **ESTTA342824**

Filing date: **04/16/2010**

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

Proceeding	91194085
Party	Defendant Crawford, Yolanda Renee
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Submission	Answer
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Date	04/16/2010
Attachments	bmaddsanswer.pdf (2 pages)(12870 bytes)

Yolanda Renee Crawford DBA
Baby Mamas Against Deadbeat Daddies or BMADD
April 17, 2010

Opposition No. 91194085
Application No. 77825470

Response To Opposition:

Baby Mamas Against Deadbeat Daddies or BMADD as it will be referred to here on out, may share some of the same letters as MADD, Mothers Against Drunk Drivers, but that is where the similarities end. I am saddened to think that a corporation the size of MADD, and one that has been around as long as MADD, is threatened by a small, newly beginning company that was started in an apartment by a woman who was fed up by deadbeat daddies. BMADD in no way threatens the well being of MADD. MADD has been around for decades and has no doubt made a name for themselves and has a set of followers. BMADD targets an entirely different audience. No one will log onto BMADD's website at www.babymamastalk.com and think that they are on a MADD's website. No one will wear a BMADD shirt that expressly says "Baby Mamas Against Deadbeat Daddies" and think that they are fighting against drunk drivers. There is no room for mistaken identities. I doubt that a person who may see a BMADD advertising will think it is sponsored or representative of MADD. The focus is on something very different. I respect Mothers Against Drunk Drivers, but there are more issues going on that one can get mad about. BMADD is for mothers who are fed up with dealing with a deadbeat daddy. These women come together to vent, support and encourage each other. BMADD seeks to reduce depression and stress from single mothers and you are trying to take that away from us because of shared letters. BMADD seeks to let women know that they are not alone and to put a demand on fathers to stand up and take responsibility for their children, and because of a few letters you are wanting us to put an end to our outlet. We have a right to "BMADD" about the issues that are affecting us personally. Yes drunk driving is a very important issue and I applaud what MADD has done to shed light on that issue and to encourage people to think more responsibly. However, the lack of fathers that are spending time with children is demanding nationwide attention as well. There are many lives affected in many ways by men not taking responsibility and being fathers to their children. Allow BMADD to bring attention to the issue while encouraging the mothers who are experiencing

the pain and struggle of having to be two parents in one. Let BMADD continue to provide that outlet by letting single mothers know that it is okay to “BMADD” and to join together to cause an impact that will inspire change. Now, I could have done a four or five page response full of legal terms, or written by my attorney, but I instead chose to do something more real. Something that comes straight from my heart to show how much BMADD means to me. But please, don't take this response lightly. I'm sure that we can come to an agreement of understanding that there is more than one issue that causes one to become mad and want to change things. We pray that you allow the creators and supporters of BMADD to have our voice.

Respectfully submitted from the heart,
Yolanda Crawford
Owner of Baby Mamas Against Deadbeat
Daddies