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Filing date: **12/27/2010**

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

Proceeding	91196209
Party	Plaintiff Houston McLane Company, Inc.
Correspondence Address	ELISE KASELL COWAN LIEBOWITZ & LATMAN PC 1133 AVENUE OF THE AMERICAS NEW YORK, NY 10036 UNITED STATES eck@cll.com, trademark@cll.com
Submission	Motion to Suspend for Settlement Discussions
Filer's Name	Carissa L. Alden
Filer's e-mail	cla@cll.com, trademark@cll.com
Signature	/Carissa L. Alden/
Date	12/27/2010
Attachments	GAMEDAY MARKETING motion of 12-27-10.pdf ( 3 pages )(11782 bytes )

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

In re Application Serial No. 77/693,781  
Filed: March 18, 2009  
For Mark: GAMEDAY MARKETING and Star Design  
Published in the Official Gazette: March 2, 2010

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HOUSTON MCLANE COMPANY, INC.,	:	
Opposer,	:	Opposition No. 91196209
	:	
v.	:	
	:	
A&V SPORTS INC. and DAC SPORTS, INC.,	:	
Applicants.	:	
-----X	:	

**MOTION ON CONSENT TO CONTINUE SUSPENSION OF THE PROCEEDINGS  
AND TO EXTEND DISCOVERY PERIOD IF OPPOSITION IS RESUMED**

Opposer, by and through counsel, hereby moves for an order suspending the proceedings in this matter for a period of five (5) months, until **May 27, 2011**. Applicants’ counsel consented to this motion, which is requested to allow the parties to continue to engage in settlement discussions.

Progress has been made toward a resolution of this matter. Since the last continuance, Opposer’s counsel sent a revised draft of the proposed settlement agreement to Applicants’ counsel; Applicants’ counsel and Opposer’s counsel held a teleconference to discuss Applicants’ counsel’s comments to that draft; and Opposer’s counsel conveyed Applicants’ counsel’s comments to Opposer. The additional time is requested to allow Opposer to review and respond to Applicants’ counsel’s comments and for the parties to try to finalize the settlement agreement.

If accepted, the settlement agreement would resolve this matter without the need to proceed with the opposition.

In the event that the Board denies this motion, Opposer consents to an extension of time for Applicant to file an answer or otherwise respond to the Notice of Opposition until sixty (60) days after such denial.

If the Board grants this motion, the Board should also reset Applicant's time to answer or otherwise respond to the Notice of Opposition. Additionally, the parties request that six months of discovery be allowed and that the discovery cutoff be reset to six (6) months after the proceedings resume so that the parties will have the full period of discovery in the event that the matter is not able to be resolved. The trial periods and other periods should be reset accordingly.

Dated: New York, New York  
December 27, 2010

COWAN LIEBOWITZ & LATMAN, P.C.  
Attorneys for Opposer

By: Carissa L. Alden/

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CERTIFICATE OF SERVICE

I HEREBY CERTIFY that, on December 27, 2010, I caused a true and correct copy of the foregoing Motion to Suspend to be sent via First Class Mail, postage prepaid, to Applicants' Attorney of Record, David Lilenfeld, Lilenfeld PC, Suite 720, 2964 Peachtree Road, N.W., Atlanta, Georgia 30305.

/Carissa L. Alden/

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Carissa L. Alden