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

Proceeding	91196358
Party	Defendant GFA Brands, Inc.
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Date	01/12/2011
Attachments	SubstitutionOfCounsel_358Opposition.pdf (2 pages)(58318 bytes)

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

In the Matter of Application Serial No. 77/864268: SMART BALANCE
Published in the *Official Gazette* on April 10, 2010

PROMARK BRANDS INC.,

Opposer

v.

Opposition No. 91196358

GFA BRANDS, INC.

Applicant

NOTICE OF SUBSTITUTION OF COUNSEL

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

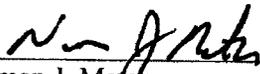
Please take notice that Applicant hereby revokes the earlier power of attorney granted to Davis & Kuelthau, S.C. and instead hereby appoints Marta S. Levine, David R. Cross, and Johanna M. Wilbert of Quarles & Brady LLP, 411 East Wisconsin Avenue, Milwaukee, Wisconsin 53202, all members of the Bar of the State of Wisconsin with offices at Quarles & Brady LLP, 411 East Wisconsin Avenue, Milwaukee, Wisconsin 53202, as its attorneys to represent Applicant in this action, with full power of substitution and revocation, and to transact all business in the United States Patent and Trademark Office in connection therewith.

Opposer: ProMark Brands Inc.
Applicant: GFA Brands, Inc.
Opposition No. 91196358

Dated: January 11, 2011

GFA Brands, Inc.

By:


Norman J. Major
Executive Vice President and General
Counsel

Dated: January 12, 2011

GFA Brands, Inc.

By:

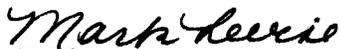

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Certificate of Service and Transmittal:

I hereby certify that this correspondence is being electronically transmitted in PDF format to the Trademark Trial and Appeal Board through the Electronic System for Trademark Trials and Appeals (ESTTA) on the date indicated below, with a copy sent by first class mail, postage prepaid, to Timothy P. Fraelich, Jones Day, 901 Lakeside Avenue, Cleveland, Ohio 44114.

Date: January 12 2011


Marta S. Levine