

ESTTA Tracking number: **ESTTA387560**

Filing date: **01/10/2011**

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

Proceeding	91197473
Party	Defendant Dara Zadikow
Correspondence Address	DARA ZADIKOW 728 KNICKERBOCKER AVE APT 3L BROOKLYN, NY 11221-5316 dzadikow@gmail.com
Submission	Withdrawal Of Application
Filer's Name	Dara Zadikow
Filer's e-mail	dzadikow@gmail.com
Signature	/dara zadikow/
Date	01/10/2011
Attachments	Serial No 77929923 Withdrawal.pdf (1 page)(54831 bytes)

Notice of Withdrawal

JANUARY 10, 2011

Serial No.: 77929923 (SHEA VÉRITÉ)

Opposition No.: 91197473

Applicant:

Dara Zadikow

728 Knickerbocker Avenue, Apartment 3L

Brooklyn, NY 11221-5316

Notice of **Withdrawal** to Opposition brought forth by:

Lesley A. Moradian

Estee Lauder Inc.

767 Fifth Avenue

New York, NY 10153

At this point I, Dara Zadikow, choose to abandon my application for serial number 77929923 (SHEA VÉRITÉ). I choose to:

- 1) not use SHE VERITE ;
- 2) to abandon my application to register SHEA VERITE with prejudice; and
- 3) not to adopt any new mark or file any new application that consists of VERITE alone or in combination with other words or designs to be used for any cosmetic, skincare, suncare or other personal grooming product in International Class 3.

This is my, Dara Zadikow's, official withdrawal of the application to file serial no. 77929923 (SHEA VÉRITÉ).

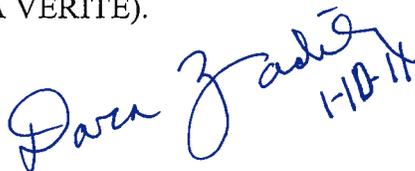
Sincerely,

Dara S. Zadikow

908.839.9496

728 Knickerbocker Avenue, Apartment 3L

Brooklyn, NY 11221



Dara Zadikow
1-10-11