

ESTTA Tracking number: **ESTTA397387**

Filing date: **03/10/2011**

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

Proceeding	91197993
Party	Plaintiff SportsMEDIA Technology Corporation
Correspondence Address	Mickey A. Herrin, Jr. SportsMEDIA Technology Corporation 3511 University Drive Durham, NC 27707 UNITED STATES m.herrin@sportsmedia.com, fgurrero@deanmead.com
Submission	Withdrawal of Opposition
Filer's Name	Mickey A. Herrin, Jr.
Filer's e-mail	m.herrin@sportsmedia.com
Signature	/mickeyherrin/
Date	03/10/2011
Attachments	SMT -- Withdrawal of Opposition re SMT Conversion Site 3-10-2011.pdf (2 pages)(8883 bytes)

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

Opposition No.: 91197993)
)
Serial No.: 77774087)
)
Mark: SMT CONVERSION SITE)
)
SportsMEDIA Technology Corporation)
)
v.)
)
Sales & Marketing Technologies, Ltd.)
)
_____)

Commissioner for Trademarks
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

WITHDRAWAL OF OPPOSITION PROCEEDING

SportsMEDIA Technology Corporation (“Opposer”) hereby withdraws the above-referenced Opposition Proceeding based on an agreement entered into between Opposer and Sales & Marketing Technologies, Ltd.

Respectfully submitted,

SportsMEDIA Technology Corporation

Date: March 10, 2011

By: /mickeyherrin/
Mickey A. Herrin, Jr.
Vice President, Legal Affairs

CERTIFICATE OF SERVICE

I hereby certify that a true copy of the foregoing WITHDRAWAL OF
OPPOSITION PROCEEDING was served on counsel for Sales & Marketing Technologies, Ltd.,
this 10th day of March, 2011, by sending same via First Class Mail, postage prepaid, to:

David P. Hathaway
Dean, Mead, Egerton, Bloodworth, Capouano & Bozarth, P.A.
800 North Magnolia Avenue
Suite 1500
Orlando, Florida 32803

By: /mickeyherrin/
Mickey A. Herrin, Jr.
Vice President, Legal Affairs
SportsMEDIA Technology Corporation