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

### Change of Correspondence Address

Proceeding.	91199458
Plaintiff	Plaintiff Playboy Enterprises International, Inc.

Please change the correspondence address for the above party here as follows:

Old Correspondence Address	MICHELE MCCOY PLAYBOY ENTERPRISES INTERNATIONAL INC 680 NORTH LAKE SHORE DRIVE CHICAGO, IL 60611 UNITED STATES uspto@playboy.com
New Correspondence Address	Joseph T. Kucala, Jr. Norvell IP llc (13375-3) 1776 Ash Street Northfield, IL 60093 UNITED STATES officeactions@norvellip.com, jkucala@norvellip.com Phone:773-321-0237

### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Respectfully submitted,  
/Joseph T. Kucala, Jr./  
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officeactions@norvellip.com, jkucala@norvellip.com  
06/02/2011