

**UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451**

Mailed: August 29, 2011

Opposition No. 91200318

Amana Society, Inc.

v.

Shiraz Foods Inc.

**Robert H. Coggins,
Interlocutory Attorney:**

Applicant Ordered to Contact the Board

Applicant Shiraz Foods Inc. is hereby ordered to telephone the Board at 571-272-9467 before 5:00 p.m. EDT September 2, 2011, to schedule applicant's participation in the mandatory discovery conference. See TBMP § 408.01(a) (3d ed. 2011).

On August 25, 2011, opposer telephoned the Board and stated that applicant had failed to respond to opposer's attempts to schedule a discovery conference. The Board immediately telephoned applicant at applicant's telephone number of record (949-380-1234) and left a message for applicant to call the Board. Applicant has not yet returned the call to the Board. In view thereof, applicant is must telephone the Board at 571-272-9467 before 5:00 p.m. EDT

September 2, 2011, to schedule the mandatory discovery conference.

Should applicant fail to respond, the Board will schedule the discovery conference without input from applicant and will conduct the discovery conference as scheduled. Any party that does not participate in a scheduled discovery conference may be subject to either a motion for sanctions under Trademark Rule 2.120(g) or an order to show cause why judgment should not be entered against the party for failure to participate in the discovery conference.

Pro Se Information for Applicant

The Board notes that applicant is representing itself. Applicant may do so. However, it should be noted that while Patent and Trademark Rule 11.14 permits a corporation to represent itself, it is generally advisable for a person who is not acquainted with the technicalities of the procedural and substantive law involved in a Board proceeding to secure the services of an attorney who is familiar with such matters. The Patent and Trademark Office cannot aid in the selection of an attorney. In addition, as the impartial decision maker, the Board may not provide legal advice, though it may provide information as to procedure. If applicant does not retain counsel, then applicant will have to familiarize itself with the rules governing this

proceeding. Strict compliance with the Trademark Rules of Practice and all other applicable rules is expected of all parties, even those representing themselves.

Applicant should refer to the Trademark Trial and Appeal Board Manual of Procedure (TBMP) and the Trademark Rules of Practice, both available on the Board's website at <http://www.uspto.gov/trademarks/process/appeal/index.jsp>. The Board's homepage provides electronic access to these and other materials including the Board's standard protective order, answers to frequently asked questions, the ESTTA filing system¹ (<http://estta.uspto.gov>) for Board filings, and TTABVUE (<http://ttabvue.uspto.gov/ttabvue>) for case status and prosecution history.

¹ Use of electronic filing with ESTTA is strongly encouraged. This electronic file system operates in real time. The filing party is also provided with a confirmation number that the filing has been received.