

ESTTA Tracking number: **ESTTA443821**

Filing date: **11/30/2011**

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

Proceeding	91200488
Party	Defendant DownEast Outfitters, Inc.
Correspondence Address	CASEY W JONES STRONG AND HANNI 3 TRIAD CENTER, SUITE 500 SALT LAKE CITY, UT 84180-1125 UNITED STATES cjones@strongandhanni.com
Submission	Other Motions/Papers
Filer's Name	Casey W. Jones
Filer's e-mail	cjones@strongandhanni.com
Signature	/Casey W. Jones/
Date	11/30/2011
Attachments	COS of Initial Disclosures V1 CWJ 111122.pdf ( 2 pages )(12472 bytes )

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

In the matter of Trademark Application Serial No.: 85/166,228  
For the Trademark: BELLA BIRD  
Published in the Official Gazette on June 28, 2011

---

Color Image Apparel, Inc., a California  
corporation,

Opposer,

v.

Opposition No. 91200488

DownEast Outfitters, Inc., a Utah corporation

Applicant.

---

**DOWNEAST OUTFITTERS, INC. NOTICE OF SERVICE OF  
RULE 26 INITIAL DISCLOSURES**

Applicant DownEast Outfitters, Inc. (“DownEast”) hereby certifies and gives notice that on November 16, 2011, it served its Rule 26 Initial Disclosures on counsel for Opposer Color Image Apparel, Inc., via U.S. first-class mail.

Dated this 30<sup>th</sup> day of November, 2011.

STRONG & HANNI

/s/ Casey W. Jones  
Michael L. Ford  
Casey W. Jones  
Attorneys for Applicant DownEast  
3 Triad Center, Suite 500  
Salt Lake City, UT 84180  
(801) 532-7080  
(801) 596-1508 (fax)

**CERTIFICATE OF MAILING AND SERVICE**

The undersigned hereby certifies that he is the attorney for Applicant DownEast Outfitters, Inc., in the above-captioned Opposition proceeding and that on the date which appears below, he caused a copy of the foregoing DOWNEAST OUTFITTERS, INC. NOTICE OF SERVICE OF RULE 26 INITIAL DISCLOSURES to be served on the following by email service:

Counsel for Opposer  
Lindsay J. Hulley  
Tressler, LLP  
18100 Von Karman, Suite 800  
Irvine, CA 92612  
Attorneys for Opposer  
LHulley@tresslerllp.com

Dated: November 30, 2011

By: /s/ Casey W. Jones  
Michael L. Ford  
Casey W. Jones  
Strong & Hanni  
3 Triad Center, Suite 500  
Salt Lake City, Utah 84180