ESTTA Tracking number: **ESTTA451704**
Filing date: **01/18/2012**

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

Proceeding	91202554
Party	Plaintiff The Good Earth Corporation
Correspondence Address	Jacqueline P. Scheib Robinson & Cole LLP 280 Trumbull Street Hartford, CT 06103 UNITED STATES jscheib@rc.com
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	Jacqueline P. Scheib
Filer's e-mail	jscheib@rc.com
Signature	/Jacqueline P. Scheib/
Date	01/18/2012
Attachments	Appointment of New Attorney - Commissioner for Trademarks 1_17_2012.pdf (1 page)(464894 bytes) Appearance.PDF (2 pages)(47109 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Registrations of	)
	)
The Good Earth Corporation	)
	)

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

APPOINTMENT OF NEW ATTORNEY

Effective, January 16, 2012, The Good Earth Corporation hereby revokes all previous powers of attorney and appoints Jacqueline P. Scheib, a member of the bars of Connecticut and New York, Alaine C. Doolan, a member of the bar of Connecticut, and each of the attorneys of ROBINSON & COLE LLP, all of 280 Trumbull Street, Hartford, Connecticut 06103, all jointly and separately as its attorneys with full power of substitution and revocation and to transact all business in the Patent and Trademark Office in connection with its pending applications and active registrations, to receive notices, process in proceedings or any other correspondence affecting its applications and registrations. Please send all future correspondence directly to:

Jacqueline P. Scheib
Robinson & Cole LLP
280 Trumbull Street
Hartford, CT 06103-3597
jscheib@rc.com

Respectfully submitted,

The Good Earth Corporation

Date: 1/17/2012

By: Jennifer R. Hart
Name: Jennifer R. Hart
Title: General Counsel

11482611-v1

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

In the matter of Application Serial No. 85/337,652 For the mark: THE GOOD EARTH	:	
THE GOOD EARTH CORPORATION, Opposer,	:	Opposition No. 91202554
v.	:	
PIONEER PET PRODUCTS, LLC Applicant.	:	

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

APPEARANCE

Opposer, by the undersigned, hereby appoints Jacqueline P. Scheib and Alaine C. Doolan of the law firm of Robinson & Cole LLP, whose address is 280 Trumbull Street, Hartford, CT 06103, its attorney in connection with this proceeding, in lieu of McCarter & English, LLP who is the current attorney of record. All future correspondence and papers should be addressed to Jacqueline P. Scheib at the above-mentioned address.

Dated: January 18, 2012

Respectfully submitted,

By _____
Jacqueline P. Scheib
Attorney for Opposer

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11482609-v1

CERTIFICATE OF SERVICE

I hereby certify that on January 18, 2012 a copy of the foregoing Appearance was served on Applicant's counsel, Kyle M. Costello, via regular mail to:

Kyle M. Costello
Boyle Frederickson SC
840 N. Plankinton Avenue
Milwaukee, WI 53203-1802

Dated: January 18, 2012

ROBINSON & COLE LLP

By _____

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