

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

Mailed: March 19, 2012

Opposition No. 91203410

The Plubell Firm, LLC

v.

East West Bank

Ann Linnehan, Interlocutory Attorney

Pursuant to Fed. R. Civ. P. 26(f) and Trademark Rules 2.120(a)(1) and (2), the parties to this proceeding conducted a discovery conference on March 15, 2012. Opposer requested the Board's participation in such conference. Opposer's counsel, David Starr, applicant's attorney, Aaron Craig, and the assigned Board attorney participated in the conference.

The parties stated that they were not interested in suspending proceedings at this point in the proceeding to engage in settlement discussions. The parties may, of course, initiate settlement discussions between themselves if they so choose.

The parties agreed to service by electronic mail.

The Board reviewed the pleadings and noted that the one ground for opposition is likelihood of confusion.

The Board recommends that the parties agree upon ways to promote a more efficient means to exchange information and to

increase the likelihood that the merits of the case will be determined on a fairly-created record. For example, the parties may stipulate to a shortening of the discovery period. See Trademark Rule 2.120(a)(2). The parties may agree to limit the number of requests for admissions and document requests each is allowed to serve. On stipulation of the parties, a discovery or testimony deposition may be taken or attended by telephone. See *Hewlett-Packard Co. v.*

Dates remain as set.