

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

Mailed: September 9, 2012

Opposition No. 91204095

Lorillard Licensing Company LLC

v.

The Safe Cig, LLC

**Millicent Canady, Paralegal Specialist:**

On September 6, 2012, applicant filed an answer to the opposition and a counterclaim to cancel opposer's pleaded registration(s). Applicant filed the proper fee.

Opposer and counterclaim defendant, Lorillard Licensing Company LLC, is allowed until **THIRTY DAYS** from the mailing date of this order to file an answer to the counterclaim. See Trademark Rules 2.106(b)(2)(iii) and 2.121(b)(2).

In accordance with the Trademark Rules of Practice, conferencing, disclosure, discovery and testimony period dates are reset as indicated below. In each instance, a copy of the transcript of testimony, together with copies of documentary exhibits, must be served on the adverse party within thirty days after completion of the taking of testimony. Trademark Rule 2.125.

Opposition No. 91204095

Answer to Counterclaim Due	10/9/2012
Deadline for Discovery Conference	11/8/2012
Discovery Opens	11/8/2012
Initial Disclosures Due	12/8/2012
Expert Disclosures Due	4/7/2013
Discovery Closes	5/7/2013
Plaintiff's Pretrial Disclosures	6/21/2013
30-day testimony period for plaintiff's testimony to close	8/5/2013
Defendant/Counterclaim Plaintiff's Pretrial Disclosures	8/20/2013
30-day testimony period for defendant and plaintiff in the counterclaim to close	10/4/2013
Counterclaim Defendant's and Plaintiff's Rebuttal Disclosures Due	10/19/2013
30-day testimony period for defendant in the counterclaim and rebuttal testimony for plaintiff to close	12/3/2013
Counterclaim Plaintiff's Rebuttal Disclosures Due	12/18/2013
15-day rebuttal period for plaintiff in the counterclaim to close	1/17/2014
Brief for plaintiff due	3/18/2014
Brief for defendant and plaintiff in the counterclaim due	4/17/2014
Brief for defendant in the counterclaim and reply brief, if any, for plaintiff due	5/17/2014
Reply brief, if any, for plaintiff in the counterclaim due	6/1/2014

If the parties stipulate to any extension of these dates, the filing should set forth the dates in the format shown in this order. See Trademark Rule 2.121(d).

An oral hearing will be set only upon request filed as provided by Trademark Rule 2.129.