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Filing date: **09/08/2015**

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

Proceeding	91204095
Party	Plaintiff Lorillard Licensing Company LLC
Correspondence Address	William M. Bryner Kilpatrick Townsend & Stockton LLP 1001 West Fourth Street Winston-Salem, NC 27101 UNITED STATES wbryner@ktslaw.com, hhenderson@ktslaw.com, jburns@ktslaw.com, tmad- min@ktslaw.com
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	William M. Bryner
Filer's e-mail	wbryner@ktslaw.com, hhenderson@ktslaw.com, jburns@ktslaw.com, tmad- min@ktslaw.com
Signature	/William M. Bryner/
Date	09/08/2015
Attachments	Revocation and Appointment of Power of Attorney.pdf(93674 bytes )

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

Lorillard Licensing Company LLC,	)	
	)	In the matter of Application
Opposer,	)	Serial No. 85364718
	)	
v.	)	Mark: MAX
	)	
	)	
	)	Opposition No. 91204095
The Safe Cig, LLC,	)	
	)	
Applicant.	)	

**REVOCATION OF POWER OF ATTORNEY, APPOINTMENT OF NEW POWER  
OF ATTORNEY, AND NOTICE OF CHANGE OF CORRESPONDENCE  
ADDRESS**

Opposer Lorillard Licensing Company LLC ("Lorillard"), hereby revokes any power of attorney previously given in connection with the above-captioned opposition proceeding (the "Opposition"), and appoints William M. Bryner and Harris W. Henderson, members of the Bars of the State of North Carolina, and the law firm of Kilpatrick Townsend & Stockton, LLP with offices at 1001 West Fourth Street, Winston-Salem, North Carolina 27101, telephone (336) 607-7300, as Lorillard's attorneys to represent Lorillard in connection with the Opposition, with full power of substitution and revocation, to transact all business before the U.S. Patent and Trademark Office's Trademark Trial and Appeal Board in connection therewith, and to receive any related documentation.

Lorillard requests that all correspondence relating to the Opposition be hereafter referred to the following address:

William M. Bryner  
Kilpatrick Townsend & Stockton LLP  
1001 West Fourth Street  
Winston-Salem, NC 27101

The individual signing below has the authority to execute this document on behalf of Lorillard Licensing Company LLC.

Dated: 9/8/15 By: Michael J. Madigan  
Michael J. Madigan  
Secretary  
Lorillard Licensing Company LLC

**CERTIFICATE OF TRANSMITTAL**

I hereby certify that a true copy of the foregoing **REVOCATION OF POWER OF ATTORNEY, APPOINTMENT OF NEW POWER OF ATTORNEY, AND NOTICE OF CHANGE OF CORRESPONDENCE ADDRESS** is being filed electronically with the TTAB via ESTTA on this day, September 8, 2015.

/William M. Bryner/  
William M. Bryner  
*Attorney for Opposer*

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Lorillard Licensing Company LLC,	)	
	)	In the matter of Application
Opposer,	)	Serial No. 85364718
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	)	
The Safe Cig, LLC,	)	Opposition No. 91204095
	)	
Applicant.	)	

**CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing **REVOCATION OF POWER OF ATTORNEY, APPOINTMENT OF NEW POWER OF ATTORNEY, AND NOTICE OF CHANGE OF CORRESPONDENCE ADDRESS** was served on counsel for Applicant and on former counsel for Opposer on September 8, 2015, via first class United States mail to:

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James L. Lester  
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PO Box 2974  
Greensboro, NC 27402

**/William M. Bryner/**  
William M. Bryner  
*Attorney for Opposer*