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

Proceeding	91204186
Party	Plaintiff ZippMark, Inc.
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Attachments	140604 Zippmark BLU CIGS - Notice of Firm Name Change and Email Addresses.pdf(45931 bytes )

**UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Application Serial Nos. 85/131965, 85/131287, and 85/092,665  
Published in the Official Gazettes of November 8 and November 29, 2011  
Marks: **BLU and Design, BLU, and BLU CIGS**

ZIPPMARK, INC.,

Opposer,

v.

LORILLARD TECHNOLOGIES, INC.,

Applicant.

Opposition No.: 91204186

**NOTICE OF FIRM NAME CHANGE AND EMAIL ADDRESSES**

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**NOTICE OF FIRM NAME CHANGE AND EMAIL ADDRESSES**

PLEASE TAKE NOTICE that as of June 1, 2014, the name of the law firm representing ZippMark, Inc. (“Opposer”) and relevant email addresses for its counsel changed. The firm’s name is now Squire Patton Boggs (US) LLP. Please also update your contact information to reflect the revised email addresses as follows:

David S. Elkins: David.Elkins@squirepb.com

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All address, telephone and facsimile numbers remain the same.

Date: June 4, 2014

SQUIRE PATTON BOGGS (US) LLP

By: */David Elkins/* \_\_\_\_\_

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**PROOF OF SERVICE**  
(Pursuant to Federal Law)

The undersigned certifies and declares as follows:

I am a resident of the State of California and over 18 years of age and am not a party to this action. My business address is 600 Hansen Way, Palo Alto, California 94304, which is located in the county where any non-personal service described below took place.

On June 4, 2014, a copy of the following document(s):

**NOTICE OF FIRM NAME CHANGE AND EMAIL ADDRESSES**

was served on:

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Service was accomplished as follows.

**By U.S. Mail.** I am “readily familiar” with the firm’s practice of collection and processing correspondence for mailing. Under that practice the mail would be deposited with U.S. postal service on that same day with postage thereon fully prepaid at San Francisco, California, in the ordinary course of business. I am aware that on motion of the party served, service is presumed invalid if postal cancellation date or postage meter date is more than one day after date of deposit for mailing in affidavit.

**By Facsimile.** On the above date, I transmitted the above-mentioned document(s) by facsimile transmission machine to the parties noted above, whose facsimile transmission machine telephone number is set forth above.

**By Express Service Carrier.** On the above date, I sealed the above document(s) in an envelope or package designated by Federal Express, an express service carrier, addressed to the above, and I deposited that sealed envelope or package in a box or other facility regularly maintained by the express service carrier, or delivered that envelope to an authorized courier or driver authorized by the express service carrier to receive documents, located in San Francisco, California with delivery fees paid or otherwise provided for.

**By E-mail.** by transmitting via e-mail or electronic transmission the document(s) listed above to the person(s) at the e-mail address(es) set forth below.

I declare that I am employed in the office of a member of the bar of this court at whose direction the service was made. Executed on June 4, 2014, at Palo Alto, California.

/Daniela Fontana/  
Daniela Fontana

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