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Filing date: **03/26/2012**

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

Proceeding	91204296
Party	Defendant Sparkle Life LLC
Correspondence Address	SPARKLE LIFE LLC 5745 SW 75TH ST # 249 GAINESVILLE, FL 32608-5504 jeremiah@sparklelife.com
Submission	Answer
Filer's Name	Sven W. Hanson
Filer's e-mail	swhanson@bellsouth.net
Signature	/sven w hanson 36546/
Date	03/26/2012
Attachments	91204296Answer.pdf (2 pages)(43955 bytes)

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

JJI INTERNATIONAL, INC.

Opposer

vs.

SPARKLE LIFE, LLC

Applicant

Appl. Ser. No.: 85356064

Opposition: 91204296

Applicant's Answer to Notice of Opposition

Applicant, Sparkle Life, LLC, by its undersigned attorney, hereby answers the Notice of Opposition, as follows:

1. As to paragraphs 1 and 2, Applicant is without sufficient information to form a belief therein, and thus denies the allegations contained therein.

2. As to paragraph 3, Applicant is without sufficient information to form a belief therein, at least as to Opposer's ownership of Registration No. 3,005,830. Applicant's admits that the U.S. Trademark Office records appear to indicate that a combined declaration of use and incontestability filed with respect to the Registration was accepted.

3. As to paragraph 4, Applicant is without sufficient information to form a belief therein, and thus denies the allegations contained therein.

4. As to paragraph 5, Applicant is without sufficient information to form a belief therein, and thus denies the allegation solely respecting Opposer's rights. Applicant admits the allegations respecting the facts of Applicant's application.

5. As to paragraph 6, Applicant denies the allegations.

6. As to paragraph 7, Applicant denies the allegations except that Applicant admits that the registration sought by Applicant will give exclusive statutory rights to Applicant.

7. Applicant further affirmatively alleges that there is no likelihood of confusion, mistake or deception because, inter alia, Applicant's mark and the pleaded mark of Opposer are not confusingly similar.

Wherefore, Applicant requests that the Notice of Opposition be dismissed in its entirety and that a registration issue to Applicant for its mark.

Respectfully,



Sven W. Hanson Date 3/26/2012
Attorney for Applicant
Reg. No. 36,546
352-375-0082
PO Box 357429
Gainesville, FL 32635-7429

CERTIFICATE OF SERVICE

I hereby certify that the above Applicant's Answer to Notice of Opposition has been served upon the Opposer by transmitting a copy of the document by first class mail to: Craig M. Scott Scott & Bush Ltd.; 30 Kennedy Plaza 4th Floor; Providence, RI 02903 on March 26, 2012.

/sven w hanson/

Sven W. Hanson date 3/26/2012