

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

Mailed: August 7, 2012

Opposition No. 91205146

Beats Electronics, LLC

v.

Luvbeats, LLC

**George C. Pologeorgis,  
Interlocutory Attorney:**

On June 13, 2012, applicant's attorneys filed (via TEAS<sup>1</sup> and not with the Board) a request to withdraw as applicant's counsel of record in this case.<sup>2</sup> The request to withdraw as counsel is in compliance with the requirements of Trademark Rule 2.19(b) and Patent and Trademark Rule 10.40, and is accordingly granted. The law firm of Sheldrick & Co., PLLC no longer represents applicant in this proceeding.

On June 22, 2012, the law firm of SorinRand filed an appearance on behalf of applicant. Board records have been

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<sup>1</sup>The Board further notes that since the motion was filed in TIGRS and not with the Board opposing counsel was not properly served as required by Trademark Rule 2.119. A copy of applicant's attorney's withdrawal is forwarded to opposer's counsel with a copy of this order.

<sup>2</sup> A copy of said request has been placed in both the opposition file and the application file.

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updated accordingly to reflect this new legal representation. On June 22, 2012, applicant filed a consented motion to extend time to answer the notice of opposition of opposition and to extend all subsequent dates accordingly. Applicant's June 22, 2012 consented motion to extend is granted. Trademark Rule 2.127(a).

The Board further notes that applicant filed a consented motion to suspend proceedings for settlement on July 19, 2012 which was granted by Board order dated July 19, 2012.

In view thereof, proceedings herein remain suspended pursuant to the Board's July 19, 2012 and will resume in accordance with the trial schedule set forth in applicant's July 19, 2012 consented motion to suspend.

A copy of this order has been sent to all persons listed below.

cc:

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