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Filing date: **08/18/2012**

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

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| Proceeding | 91206016 |
| Party | Defendant Everglades Farms Ltd. |
| Correspondence Address | SHAWN K. LOOK LOOK LAW FIRM, PLLC PO BOX 364 EUDORA, AR 71640-0364 shawnlook@sbcglobal.net |
| Submission | Answer |
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| Date | 08/18/2012 |
| Attachments | rumfireanswer.pdf (4 pages)(15497 bytes) |

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

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| <p>SAZERAC COMPANY, INC.</p> <p style="text-align: center;">Opposer,</p> <p>v.</p> <p>EVERGLADE FARMS, LTD.,</p> <p style="text-align: center;">Applicant</p> | <p>OPPOSITION No. 91206016 Mark: RUM FIRE APPLICATION No. 85/254,099</p> |
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ANSWER

Applicant, by and through its attorney, Shawn Look, Look Law Firm, PLLC,
Answers the Notice of Opposition filed by the Opposer, as follows:

1. Applicant is without knowledge or information sufficient to form a belief as to the truth of the averments in Paragraph 1 of the Notice of Opposition, and on that basis deny each and every such averment.

2. Applicant is without knowledge or information sufficient to form a belief as to the truth of the averments in Paragraph 2 of the Notice of Opposition, and on that basis deny each and every such averment.

3. Applicant is without knowledge or information sufficient to form a belief as to the truth of the averments in Paragraph 3 of the Notice of Opposition, and on that basis deny each and every such averment.

4. Applicant is without knowledge or information sufficient to form a belief as to the truth of the averments in Paragraph 4 of the Notice of Opposition, and on that basis deny each and every such averment.

5. Applicant admits the averments in Paragraph 5 of the Notice of Opposition.

6. Applicant denies the averments contained in Paragraph 6 of the Notice of Opposition.

7. Applicant is without knowledge or information sufficient to form a belief as to the truth of the averments in Paragraph 7 of the Notice of Opposition, and on that basis deny each and every such averment.

8. Applicant is without knowledge or information sufficient to form a belief as to the truth of the averments in Paragraph 8 of the Notice of Opposition, and on that basis deny each and every such averment.

9. Applicant is without knowledge or information sufficient to form a belief as to the truth of the averments in Paragraph 9 of the Notice of Opposition, and on that basis deny each and every such averment.

10. Applicant denies the averments contained in Paragraph 10 of the Notice of Opposition.

11. Applicant denies the averments contained in Paragraph 11 of the Notice of Opposition.

12. Applicant denies the averments contained in Paragraph 12 of the Notice of Opposition.

13. Applicant admits the averments contained in Paragraph 13 of the Notice of Opposition registration of the mark will give Applicant prima facie evidence of the validity and ownership of the mark and Applicant's exclusive right to use the mark; however, Applicant denies that it would be detrimental to Opposer.

14. Applicant denies the averments contained in Paragraph 14 of the Notice of Opposition.

WHEREFORE, Applicant prays the Notice of Opposition be dismissed and for all other such relief to which it may be entitled.

AFFIRMATIVE DEFENSES

1. Applicant reserves the right to plead affirmative defenses that Applicant may learn of during the course of this proceeding.

DATED: August 18, 2012

Respectfully submitted,

_____/shawn k. look/
Shawn K. Look
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Attorney for Everglade Farms, LTD.

CERTIFICATE OF SERVICE

I hereby certify that on this 18th day of August, 2012, the foregoing Answer and Affirmative Defenses was served via first-class mail, postage pre-paid, on the following counsel of record for Opposer, Sazerac Company, Inc.:

Brian J. Boyle, Esq.
COOLEY, LLP
776 6th Street, NW Suite 1100
Washington, D.C. 20001
Attorneys for Opposer

_____/shawn k. look/_____
