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

Proceeding	91210283
Party	Plaintiff Blue Cross and Blue Shield Association
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Submission	Response to Board Order/Inquiry
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Signature	/Garner K. Weng/
Date	11/01/2013
Attachments	Response to Board Order and Stip to Amend App.pdf(126744 bytes)

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

IN RE: APPLICATION SERIAL NO. 85/643,431

<p>BLUE CROSS AND BLUE SHIELD ASSOCIATION,</p> <p style="text-align: center;">Opposer,</p> <p style="text-align: center;">v.</p> <p>JERRY R. CARNAHAN INSURANCE AGENCY, INC.,</p> <p style="text-align: center;">Applicant.</p>	<p>Opposition No. 91210283</p> <p>RESPONSE TO BOARD ORDER AND STIPULATION TO AMEND APPLICATION AND DISMISS OPPOSITION</p>
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In response to the Board's order dated October 2, 2013, and based on the agreement and stipulation of the parties:

1. Applicant agrees, and the parties hereby stipulate that, as part of the disposition of these proceedings, the subject application and any resulting registration exclude the color blue (or any color with the commercial impression of the color blue) within or as part of the shield portion of the mark.

2. Applicant requests, and the parties hereby stipulate, that Amendments Nos. 1 and 2 to the subject application set forth in the parties' previous Stipulation to Amend Application and Dismiss Opposition (including its Exhibit A) (filed on or about July 22, 2013) be entered and approved by the Board.

3. For clarity, Applicant withdraws its request for Amendment No. 3 set forth in the parties' previous Stipulation to Amend Application and Dismiss Opposition (filed on or about July 22, 2013).

It is further stipulated that, provided the above-stated amendments are entered and approved by the Board, Oppose Blue Cross and Blue Shield Association hereby dismisses the Opposition without prejudice, with the parties to bear their own fees and costs.

SO STIPULATED AND AGREED:

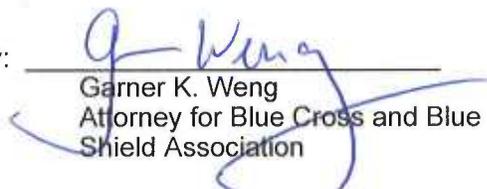
Dated: November 1, 2013

Respectfully submitted,
PLAGER SCHACK LLP

By: /Mark H. Plager/
Mark H. Plager
Attorney for Jerry R. Carnahan
Insurance Agency, Inc.

Dated: 11/1/13

HANSON BRIDGETT LLP

By: 
Garner K. Weng
Attorney for Blue Cross and Blue
Shield Association

