

ESTTA Tracking number: **ESTTA581427**

Filing date: **01/13/2014**

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

Proceeding	91210506
Party	Defendant E! Entertainment Television, LLC
Correspondence Address	MICHAEL J MCCUE LEWIS AND ROCA LLP 3993 HOWARD HUGHES PKWY, STE 600 LAS VEGALS, 89169 UZBEKISTAN TRADEMARKS-LASVEGAS@LRLAW.COM, MMCCUE@LRLAW.COM
Submission	Change of Correspondence Address
Filer's Name	Michael J. McCue
Filer's e-mail	TRADEMARKS-LASVEGAS@LRRLAW.COM, MMCCUE@LRRLAW.COM
Signature	/Michael J. McCue/
Date	01/13/2014
Attachments	OVATIONCHGNAME.pdf(35871 bytes )

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

OVATION, LLC,  
a Delaware limited liability company,

Opposer,

v.

E! ENTERTAINMENT TELEVISION,  
LLC,  
a Delaware limited liability company,  
Applicant.

Opposition No. 91210506

Mark: POP OF CULTURE

Serial No. 85/569798

**APPLICANT'S NOTICE OF CHANGE OF FIRM NAME AND E-MAIL  
ADDRESSES**

Counsel for Applicant, E! ENTERTAINMENT TELEVISION, LLC (“Applicant”), gives notice that, effective September 1, 2013, Lewis and Roca LLP has changed its name to Lewis Roca Rothgerber LLP.

In addition, the e-mail address of the attorney who has appeared in this case for Lewis and Roca LLP has changed as follows:

Michael J. McCue – [MMCUE@LRRLAW.COM](mailto:MMCUE@LRRLAW.COM)

Dated: January 13, 2014

Respectfully submitted,

LEWIS ROCA ROTHGERBER LLP



---

Michael J. McCue  
3993 Howard Hughes Parkway, Suite 600  
Las Vegas, Nevada 89169  
mmccue@LRRLAW.com  
(702) 949-8200 (phone)  
(702) 949-8363 (fax)

Counsel for Applicant  
E! ENTERTAINMENT TELEVISION, LLC

**CERTIFICATE OF SERVICE**

I hereby certify that, on January 13, 2014, a true and complete copy of the foregoing was served via first class mail on the following counsel of record for Opposer:

Jill M. Pietrini  
Sheppard Mullin Richter & Hampton LLP  
1901 Avenue of the Starts, Suite 1600  
Los Angeles, California 90067-6017

/s/ Tammy L. Bunch \_\_\_\_\_  
Tammy L. Bunch  
An employee of Lewis Roca Rothgerber LLP