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

Proceeding	91210506
Party	Defendant E! Entertainment Television, LLC
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Date	06/12/2013
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
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

NOTICE OF APPEARANCE

Pursuant to Section 114.03 of the Trademark Trial and Appeal Board Manual of Procedure, Michael J. McCue of Lewis and Roca LLP enters this notice appearance as counsel for Applicant E! Entertainment Television, LLC.

Respectively submitted,

/s/ Michael J. McCue

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CERTIFICATE OF TRANSMISSION

I hereby certify that a Notice of Appearance is being transmitted electronically with the United States Patent and Trademark Office, Trademark Trial and Appeal Board through ESTTA at <http://estta.uspto.gov> on June 12, 2013.

/Tammy L. Bunch/
An employee of Lewis and Roca LLP

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing Notice of Appearance has been served on attorneys for Opposer, by mailing a copy on June 12, 2013, via First Class Mail, postage prepaid, to:

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