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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	01/04/2016
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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 (parent)

Application No. 85/569,798

Mark: POP OF CULTURE

Opposition No. 91217286

Application No. 85/937,423

Mark: E POP OF CULTURE

Opposition No. 91217287

Application No. 85/937,399

Mark: E POP OF CULTURE

**EXPRESS ABANDONMENT OF APPLICATION SERIAL NO. 85/569,798 WITH
PREJUDICE**

Applicant E! Entertainment Television, LLC, by and through its counsel, hereby expressly abandons Application Serial No. 85/569/798 with prejudice, which seeks registration of the POP OF CULTURE mark.

Dated: this 4th day of January, 2016.

LEWIS ROCA ROTHGERBER LLP

By: /s/ Jonathan W. Fountain

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CERTIFICATE OF ELECTRONIC TRANSMISSION

I hereby certify that a true and complete copy of the foregoing **EXPRESS ABANDONMENT OF APPLICATION SERIAL NO. 85/569,798 WITH PREJUDICE** 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 January 4, 2016.

/s/ Jonathan W. Fountain
An employee of Lewis Roca Rothgerber LLP

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing **EXPRESS ABANDONMENT OF APPLICATION SERIAL NO. 85/569,798 WITH PREJUDICE** has been served on attorneys for Opposer, by mailing a copy on January 4, 2016, via First Class Mail, postage prepaid, to:

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