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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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Submission	Answer
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Date	06/12/2013
Attachments	ovationAnswer.pdf(13831 bytes)

**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

ANSWER

Applicant E! Entertainment Television LLC, a Delaware limited liability company (“E! Entertainment”), through counsel, hereby answers the Notice of Opposition filed by Opposer Ovation, LLC (“Ovation”) as follows:

1. E! Entertainment is without sufficient knowledge or information to admit or deny the allegations in Paragraph 1 of the Notice of Opposition and, therefore, denies the same.
2. E! Entertainment admits the allegations in Paragraph 2 of the Notice of Opposition.
3. E! Entertainment admits the allegations in Paragraph 3 of the Notice of Opposition.
4. E! Entertainment is without sufficient knowledge or information to admit or deny the allegations in Paragraph 4 of the Notice of Opposition and, therefore, denies the same
5. E! Entertainment is without sufficient knowledge or information to admit or deny the allegations in Paragraph 5 of the Notice of Opposition and, therefore, denies the same.

6. E! Entertainment is without sufficient knowledge or information to admit or deny the allegations in Paragraph 6 of the Notice of Opposition and, therefore, denies the same.

7. E! Entertainment denies the allegations in Paragraph 7 of the Notice of Opposition.

8. E! Entertainment denies the allegations in Paragraph 8 of the Notice of Opposition.

9. Paragraph 9 of the Notice of Opposition does not contain any allegations and, therefore, no response is required.

Applicant E! Entertainment denies that Opposer is entitled to any relief.

Affirmative Defense

Opposer's CULTUREPOP mark is not registrable, because it is merely descriptive when used in connection with the applied-for services and it has not acquired secondary meaning.

DATED this 12th day of June 2013

Respectively submitted,

/s/ Michael J. McCue
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Attorney for Applicant
E! Entertainment Television, LLC

CERTIFICATE OF TRANSMISSION

I hereby certify that an Answer 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 Answer has been served on attorneys for Opposer, by mailing a copy on June 12, 2013, via First Class Mail, postage prepaid, to:

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

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