

ESTTA Tracking number: **ESTTA597656**

Filing date: **04/09/2014**

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

Proceeding	91210514
Party	Plaintiff Lucky Pup Designs, Inc.
Correspondence Address	Joshua R. Furman Joshua R. Furman Law Corp. 15260 Ventura Blvd Suite 2250 Sherman Oaks, CA 91403 UNITED STATES jrf@furmanlawyers.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	Joshua R. Furman
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Signature	/s/ Joshua R. Furman
Date	04/09/2014
Attachments	NotRel Examiner.pdf(403864 bytes )

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

LUCKY PUP DESIGNS, INC.,

Opposer,

v.

RACHEL ELIZABETH KENNEDY,

Applicant.

Opposition No. 91210514

Serial No. 85/576,906

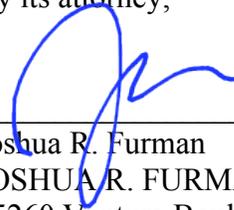
Mark: LUCKY PUPPY

**NOTICE OF RELIANCE**

Pursuant to 37 C.F.R. § 2.122(e) and T.B.M.P. 704.08(b), Opposer Lucky Pup Designs, Inc. hereby gives notice that it is relying on a published article from Examiner.com titled *Grand Opening Lucky Puppy Rescue and Retail Store in Los Angeles*, and bearing a dateline of November 14, 2012. Attached hereto is a copy of the article, which Opposer makes a part of the record in this proceeding.

LUCKY PUP DESIGNS, INC.

By its attorney,



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Joshua R. Furman  
JOSHUA R. FURMAN LAW CORP.  
15260 Ventura Boulevard, Suite 2250  
Sherman Oaks, CA 91403  
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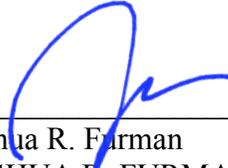
Dated: April 9, 2014

**CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing NOTICE OF RELIANCE was served upon the following Applicant by first class mail on April 9, 2014, by Applicant's counsel of record:

Pollie Gautsch, Esq.  
G&A Legal, APC  
2033 San Elijo Avenue, Suite 201  
Cardiff, CA 92007-1726

Dated: April 9, 2014

  
\_\_\_\_\_  
Joshua R. Furman  
JOSHUA R. FURMAN LAW CORP.  
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# Grand Opening Lucky Puppy Rescue and Retail store in Los Angeles



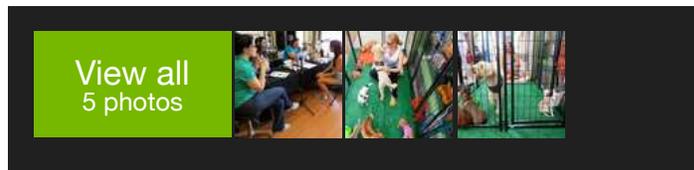
Lucky Puppy rescue and retail



Mia Anelli  
LA Animal News Examiner  
| Follow:

November 14, 2012

**A Humane Pet Store dedicated to the shelter animals in Los Angeles is having its grand opening on Dec. 8th 2012. Check out the info and be sure to go and show your pup-lovin support!**



*Lucky Puppy Rescue and Retails info:*

- Mission

Our Mission is to open up a world where retail and rescue can work hand and hand and puppy mills and pet stores are banished.

- Company Overview

The Poopie Foundation is a 501c 3 ALL Breed Dog Rescue that was founded in 2009

Related Photo:



Lucky Puppy rescue and retail

by Melissa Bacelar and Jeff Spinner. In 2010, Rachel Kennedy joined the foundation and together they are opening Lucky Puppy! A retail store that is dedicated to the rescue, rehabilitation and adoption of dogs from the Kill Shelters in Los Angeles.

- Description

The Lucky Puppy Boutique will carry high end treats, beds, food, and toys that will make your puppies feel loved and spoiled. Lucky Puppy only carries the highest quality

foods and products and all profits will go to The Poopie Foundation and the dogs they save.

- General Information

Adoptions will be held at the store daily. There will be a number of adoptable dogs at the store and potential adopters can visit and play with the dogs that they would like to adopt. There will still be applications and home checks required before any dog can be adopted.

### **ATTEND THE GRAND OPENING!**

Join us for the grand opening of the Lucky Puppy Rescue and Retail, a high-end humane boutique in Studio City that has already rescued hundreds of puppies that would otherwise be killed off at shelters. The Lucky Puppy Rescue and Retail will serve as a non-profit dog shelter, adoption and education center, and retail store for pet supplies in which all profits are put directly back into the rescue and dog care process. The green carpet grand opening of this one of a kind retailer will benefit The Poopie Foundation, which aims to save the lives of animals while simultaneously creating a puppy sanctuary where dogs can receive proper care and find loving, permanent homes and where owners can be properly educated on pet care.

The grand opening will be a night of dog friendly fun, including a silent auction and

opportunities for attendees to adopt their own furry friends.

Lucky Puppy invites all animal lovers and their four-legged friends to walk the green carpet and join us in benefiting the Poopie Foundation. The grand opening will feature celebrities who have supported or adopted new family members from the Poopie Foundation, including George Lopez, Hillary and Haylie Duff, Eugene Levy and Dan Levy. Help us celebrate and acknowledge the Poopie Foundation's efforts to find loving homes for our four-legged friends through rescue and education with the grand opening of the Lucky Puppy Rescue and Retail.

**Saturday, December 8, 2012.**

**Media Check-In: 6:00PM**

**Green Carpet Arrivals: 6:30PM-8:30PM**

**Lucky Puppy Rescue and Retail**

**12238 Ventura Blvd, Studio City, California 91604**