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Filing date: **06/02/2015**

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

Proceeding	91211392
Party	Defendant Hallmark Industries, Inc.
Correspondence Address	ANTHONY M VERNA III KRAVITZ & VERNA PLLC PO BOX 3620293, PACC NEW YORK, NY 10129 UNITED STATES verna@kravitzverna.com
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	Matthew H. Swyers
Filer's e-mail	mswyers@thetrademarkcompany.com
Signature	/Matthew H. Swyers/
Date	06/02/2015
Attachments	Notice of Re-Entry of Counsel for Applicant.pdf(165402 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
The Trademark Trial and Appeal Board**

Serial No. 77/457,422 for the mark HALLMARK and
Serial No. 77/666,333 for the mark HALLMARK925

Hallmark Licensing, LLC,	:	
	:	
Opposer,	:	
	:	
vs.	:	Opposition No. 91211392 (Parent)
	:	Opposition No. 91215884
Hallmark Industries Inc.,	:	
	:	
Applicant.	:	

NOTICE OF RE-ENTRY OF COUNSEL FOR APPLICANT

COMES NOW the Applicant, Hallmark Industries Inc. (hereinafter “Applicant”), by counsel, and files the instant Notice of Re-entry of Counsel for Applicant and respectfully requests that the Board allow Applicant’s former counsel to renew his representation of Applicant in the instant matter. In support of Applicant’s request, Applicant certifies as follows:

STATEMENT OF FACTS

1. On or about September 18, 2014 new Counsel for Applicant appeared in the instant case.
2. On or about January 29, 2015 the Board noted and updated its records accordingly.
3. Applicant requested that Counsel for Applicant renew his representation of Applicant in the instant case on or about May 28, 2015.

Basis of Request

In support of this request, Counsel for Applicant notes that all issues leading up to new counsel appearing for Applicant in this matter have now been resolved. Further, Counsel for

Applicant anticipate his representation of Applicant in this proceeding to terminate again in the future.

Conclusion

WHEREFORE for good cause shown, Applicant, Hallmark Industries Inc. (“Applicant”), hereby requests that the United States Patent and Trademark Office and, specifically, The Trademark Trial and Appeal Board once again recognize Applicant’s power of attorney in Matthew H. Swyers, Esquire, The Trademark Company, PLLC, 344 Maple Ave. West, PBM 151, Vienna, VA 22180, (800) 906-8626.

The Applicant requests that all correspondence in this matter henceforth be sent to:

Matthew H. Swyers, Esquire
The Trademark Company, PLLC
344 Maple Avenue West, PBM 151
Vienna, VA 22180
Tel. (800) 906-8626
Facsimile (270) 477-4574
mswyers@TheTrademarkCompany.com

Communication via email with The Trademark Company, PLLC via the above-referenced email addressed is hereby expressly authorized. All previous powers of attorney are hereby revoked.

Respectfully submitted this 2nd day of June, 2015.

THE TRADEMARK COMPANY, PLLC

/Matthew H. Swyers/
Matthew H. Swyers, Esq.
344 Maple Avenue West, PBM 151
Vienna, VA 22180
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Counsel for Applicant

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CERTIFICATE OF SERVICE

I HEREBY CERTIFY that I caused a copy of the foregoing this 2nd day of June, 2015 to
be served, via first class mail, postage prepaid, upon:

Timothy J Feathers
Stinson Leonard Street LLP
1201 Walnut Street, Suite 2900
Kansas City, Mo 64106-2150

And

Anthony M Verna III
Kravitz & Verna PLLC
Po Box 3620293, PACC
New York, NY 10129

Matthew H. Swyers/
Matthew H. Swyers