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

Proceeding	91212917
Party	Defendant LB Brands, LLC
Correspondence Address	EDWARD J SACKMAN BERNSTEIN SHUR PA 670 N COMMERCIAL ST STE 108, PO BOX 1120 MANCHESTER, ME 04101-4166 UNITED STATES jkeenan@bssn.com
Submission	Answer
Filer's Name	Edward J. Sackman
Filer's e-mail	nsackman@bernsteinshur.com, kmcnamara@bernsteinshur.com
Signature	/s/ Edward J. Sackman
Date	11/08/2013
Attachments	Answer to Primal Opposition.pdf(20869 bytes )

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

PRIMAL WEAR, INC.	)	
	)	
	)	
Opposer,	)	
	)	
v.	)	Opposition No. 91212917
	)	
	)	Serial No. 85/689,425
LB BRANDS, LLC,	)	
	)	
	)	Opposed Mark: IT STIRS YOUR PRIMAL SENSES
Applicant.	)	
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**APPLICANT’S ANSWER TO NOTICE OF OPPOSITION**

NOW COMES LB Brands, LLC (“LBB”), by and through counsel, and answers Primal Wear, Inc.’s Notice of Opposition as follows.

1. LBB is without knowledge or information sufficient to form a belief as to the truth of the allegations in Paragraph 1.
2. LBB is without knowledge or information sufficient to form a belief as to the truth of the allegations in Paragraph 2.
3. LBB is without knowledge or information sufficient to form a belief as to the truth of the allegations in Paragraph 3. By way of further response, the allegations in Paragraph 3 refer to publicly-available documents that speak for themselves.
4. LBB is without knowledge or information sufficient to form a belief as to the truth of the allegations in Paragraph 4. By way of further response, the allegations in Paragraph 4 refer to publicly-available documents that speak for themselves.

5. LBB is without knowledge or information sufficient to form a belief as to the truth of the allegations in Paragraph 5. By way of further response, the allegations in Paragraph 5 refer to publicly-available documents that speak for themselves.

6. LBB is without knowledge or information sufficient to form a belief as to the truth of the allegations in Paragraph 6. By way of further response, the allegations in Paragraph 6 refer to publicly-available documents that speak for themselves.

7. LBB is without knowledge or information sufficient to form a belief as to the truth of the allegations in Paragraph 7. By way of further response, the allegations in Paragraph 7 refer to publicly-available documents that speak for themselves.

8. LBB is without knowledge or information sufficient to form a belief as to the truth of the allegations in Paragraph 8. By way of further response, the allegations in Paragraph 8 refer to publicly-available documents that speak for themselves.

9. LBB is without knowledge or information sufficient to form a belief as to the truth of the allegations in Paragraph 9.

10. LBB is without knowledge or information sufficient to form a belief as to the truth of the allegations in Paragraph 10.

11. LBB is without knowledge or information sufficient to form a belief as to the truth of the allegations in Paragraph 11.

12. LBB is without knowledge or information sufficient to form a belief as to the truth of the allegations in Paragraph 12.

13. Paragraph 13 contains conclusions of law to which no response is required.

14. LBB is without knowledge or information sufficient to form a belief as to the truth of the allegations in Paragraph 14.

15. LBB is without knowledge or information sufficient to form a belief as to the truth of the allegations in Paragraph 15.

16. LBB is without knowledge or information sufficient to form a belief as to the truth of the allegations in Paragraph 16.

17. Paragraph 17 contains conclusions of law to which no response is required.

18. LBB admits the allegations in Paragraph 18. By way of further response, LBB states that the allegations in Paragraph 18 refer to a writing that speaks for itself and should be considered in whole and not in part as presented in Opposer's Notice.

19. LBB is without knowledge or information sufficient to form a belief as to the truth of the allegations in Paragraph 19.

20. LBB admits the allegations in Paragraph 20.

21. LBB denies the allegations in Paragraph 21.

22. Paragraph 22 contains conclusions of law to which no response is required. To the extent a response is required, LBB denies the allegations in Paragraph 22.

23. Paragraph 23 contains conclusions of law to which no response is required. To the extent a response is required, LBB denies the allegations in Paragraph 23.

24. Paragraph 24 contains conclusions of law to which no response is required. To the extent a response is required, LBB denies the allegations in Paragraph 24.

25. Paragraph 25 contains conclusions of law to which no response is required. To the extent a response is required, LBB denies the allegations in Paragraph 25.

26. Paragraph 26 contains conclusions of law to which no response is required. To the extent a response is required, LBB denies the allegations in Paragraph 26.

27. Paragraph 27 contains conclusions of law to which no response is required. To the extent a response is required, LBB denies the allegations in Paragraph 27.

28. Paragraph 28 contains conclusions of law to which no response is required. To the extent a response is required, LBB denies the allegations in Paragraph 28.

29. Paragraph 29 contains conclusions of law to which no response is required. To the extent a response is required, LBB denies the allegations in Paragraph 29.

### **PRAYER FOR RELIEF**

WHEREFORE, LBB requests that the Board:

- A. Dismiss the Opposition with prejudice; and
- B. Grant such other relief as may be just and proper.

Respectfully submitted,  
LB Brands, LLC  
By its attorneys,  
Bernstein Shur, P.A.

Dated: November 8, 2013

/s/ Edward J. Sackman  
Edward J. Sackman  
[nsackman@bernsteinshur.com](mailto:nsackman@bernsteinshur.com)  
P.O. Box 1120  
Manchester, NH 03105  
603.623.8700

**CERTIFICATE OF SERVICE**

I hereby certify that I provided a true and exact copy of the foregoing via U.S. mail, postage prepaid, this 8th day of November, 2013 to:

Tamara S. Pester, Esq.  
Tamara S Pester LLC  
100 Fillmore Street #500  
Denver, CO 80206  
[info@tamarapester.com](mailto:info@tamarapester.com)

*/s/ Edward J. Sackman* \_\_\_\_\_  
Edward J. Sackman, Esq.