

UNITED STATES PATENT AND TRADEMARK OFFICE  
Trademark Trial and Appeal Board  
P.O. Box 1451  
Alexandria, VA 22313-1451  
General Contact Number: 571-272-8500

RA

Mailed: May 22, 2014

Opposition No. 91213240

The Lamar Company, L.L.C.

v.

Hasselbald Sàrl

**M. Catherine Faint,  
Interlocutory Attorney:**

On March 28, 2014, applicant filed its second proposed amendment to its application Serial No. 79119494. On April 2, 2014 opposer filed its consent thereto.

By the proposed amendment applicant seeks to amend the description of services, from:

Advertising in the field of photography and cameras; direct mail advertising in the field of photography and cameras; commercial information and advice for consumers in the field of photography and cameras; wholesale and retail store services of photographic cameras, business advice and guidance relating to the purchase of photographic cameras, including photographic cameras for moving images and for all other kinds of image, video cameras, electronic cameras, movie cameras and photographic cameras, lighting, information on the sale of photographic cameras, business advice and guidance relating to the purchase of photographic cameras, including photographic cameras for moving images and for all other kinds of image, video cameras, electronic cameras, movie cameras and photographic cameras, lighting; organization of exhibitions for commercial or advertising purposes in the field of photography and cameras; publication of advertising texts in the field of photography and cameras; on-line advertising on a computer network in

the field of photography and cameras; writing of publicity texts in the field of photography and cameras; presentation of goods on communication media, for retail purposes, namely, cameras, digital cameras and cameras lenses

to:

Commercial information and advice for consumers in the field of photography and cameras; wholesale and retail store services of photographic cameras, business advice and guidance relating to the purchase of photographic cameras, including photographic cameras for moving images and for all other kinds of image, video cameras, electronic cameras, movie cameras and photographic cameras, lighting, information on the sale of photographic cameras, business advice and guidance relating to the purchase of photographic cameras, including photographic cameras for moving images and for all other kinds of image, video cameras, electronic cameras, movie cameras and photographic cameras, lighting; organization of exhibitions for commercial purposes in the field of photography and cameras; writing of publicity texts in the field of photography and cameras; presentation of goods on communication media, for retail purposes, namely, cameras, digital cameras and cameras lenses.

Inasmuch as the amendment is clearly limiting in nature as required by Trademark Rule 2.71(a), and because opposer consents thereto, the amendment is approved and entered. *See* Trademark Rule 2.133(a).

If the amendment resolves this proceeding, opposer is allowed until **THIRTY DAYS** from the mailing date of this order to file a withdrawal of the opposition, failing which the opposition will go forward on the application as amended. *See* Trademark Rule 2.106(c).

If no response is filed, proceedings will be resumed and dates reset, as appropriate.

Proceedings are otherwise suspended.