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

Proceeding	91213240
Party	Plaintiff The Lamar Company, L.L.C.
Correspondence Address	PAMELA A BAXTER KEAN MILLER LLP 400 CONVENTION STREET, SUITE 700 BATON ROUGE, LA 70802 UNITED STATES pamela.baxter@keanmiller.com
Submission	Withdrawal of Opposition
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Attachments	LUNARWithdrawal.pdf(102100 bytes )



On October 25, 2013, Opposer instituted Opposition Proceedings, opposing the registration of the LUNAR mark in light of Opposer's numerous LAMAR marks, citing likelihood of confusion and dilution.

4.

On January 6, 2014, Applicant, Hasselblad, filed an Amendment of Application, to which Opposer consented. The Trademark Trial and Appeal Board ("TTAB") denied Applicant's Amendment of Application on March 4, 2014. The TTAB allowed Applicant 30 days to submit an acceptable amendment.

5.

On March 28, 2014, Hasselblad filed a Revised Amendment of Application. Opposer filed a Motion Consenting to Hasselblad Sàrl's Proposed Amendment to Its Application on April 2, 2014. On May 22, 2014, the TTAB approved and entered the amendment in Hasselblad's Revised Amendment of Application and allowed Opposer 30 days to file a withdrawal of the opposition.

6.

Applicant's consent to withdraw without prejudice is not required under 37 CFR § 2.106(c) because Applicant has not filed an answer in the opposition proceeding.

7.

WHEREFORE, Opposer comes to withdraw its opposition to the mark LUNAR, without prejudice.

Respectfully submitted,

/s/ Pamela A. Baxter

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***Attorneys for The Lamar Company, L.L.C.***

## CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing Withdrawal of Opposition Without Prejudice has been served on Hasselblad Sàrl by mailing the foregoing and all attachments on June 6, 2014, via Federal Express to:

Michael J. Leonard  
FOX ROTHSCHILD LLP  
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And

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/s/ Pamela A. Baxter