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

Proceeding	91213968
Party	Defendant Goodgrubbs, Inc.
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Date	01/17/2014
Attachments	PTOanswertoop2 01-17-13.pdf(137544 bytes)

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

Goodsearch, LLC,		}	
	Opposer,	}	
v.		}	
		}	Opposition No. 91203811
		}	Mark: GOODGRUBBS.COM
Goodgrubbs, Inc.,		}	Serial No: 85870724
	Applicant.	}	
		}	
		}	I hereby certify that this correspondence and all marked
		}	attachments are being deposited with the United States
		}	Patent and Trademark Trial and Appeal Board via
		}	electronic filing through their website located through
		}	their website located at http://estta.uspto.gov/ on
		}	January 17, 2014
		}	<u>Misty Johnson Oratokhai</u>

ANSWER TO NOTICE OF OPPOSITION

Applicant, Goodgrubbs, Inc., through its attorney, hereby answers the Notice of Opposition in the above-referenced proceeding as follows:

1. Applicant lacks knowledge or information sufficient to form a belief as to the truth of paragraph 1, and therefore denies the same.
2. Applicant lacks knowledge or information sufficient to form a belief as to the truth of paragraph 2, and therefore denies the same.
3. Applicant lacks knowledge or information sufficient to form a belief as to the truth of paragraph 3, and therefore denies the same.
4. Applicant lacks knowledge or information sufficient to form a belief as to the truth of paragraph 4, and therefore denies the same.

5. Applicant lacks knowledge or information sufficient to form a belief as to the truth of paragraph 5, and therefore denies the same.
6. Applicant lacks knowledge or information sufficient to form a belief as to the truth of paragraph 6, and therefore denies the same.
7. Applicant lacks knowledge or information sufficient to form a belief as to the truth of the first sentence of paragraph 7, and therefore denies the same. Applicant denies the second sentence of paragraph 7.
8. Denied.
9. Applicant lacks knowledge or information sufficient to form a belief as to the truth of paragraph 9, and therefore denies the same.
10. Applicant lacks knowledge or information sufficient to form a belief as to the truth of paragraph 10, and therefore denies the same.
11. Denied.
12. Denied.
13. Denied.
14. Denied.

AFFIRMATIVE DEFENSES

1. The Notice of Opposition fails to state a claim upon which relief can be granted.
2. Applicant alleges there is no likelihood of confusion, mistake or deception due to differences in sound, appearance and commercial impression between its mark and the opposer's marks.
3. Opposer will not suffer any loss or damage of any kind as a result of Applicant's registration of the subject mark.

4. Applicant reserves the right to amend its answer and to assert additional defenses upon the discovery of more definitive facts and upon the completion of a continuing investigation and discovery.

WHEREFORE, Registrant prays that the present opposition be immediately dismissed with prejudice, and that the opposed Applicant's mark, Serial No. 85870724 be promptly registered.

GOODGRUBBS, Inc.

By: _____

Misty Johnson Oratokhai
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Date: January 17, 2014

CERTIFICATE OF TRANSMISSION

Date of Transmission: January 17, 2014.

I hereby certify that the Answer to Notice of Opposition is being electronically transmitted to the U.S. Patent and Trademark Office.

Misty Johnson Oratokhai

CERTIFICATE OF SERVICE

This is to certify that the foregoing ANSWER TO NOTICE OF OPPOSITION is being forwarded to Mr. Jonathan A. Hyman, attorney for opposer, on this 17th day of January, 2014, via Federal Express, at the law firm of Knobbe, Martens, Olson & Bear, LLP at the firm's identified address at: 2040 Main Street, Floor 14, Irvine, CA 92614.

Misty Johnson Oratokhai