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Filing date: **05/05/2016**

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

Proceeding	91217630
Party	Plaintiff Sturgis Motorcycle Rally, Inc.
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Date	05/05/2016
Attachments	2016-05-05 Motion for Order to Show Cause.pdf(79773 bytes)

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

In the matter of Trademark Application Serial No. 86/112,261
Trademark: IT'S A BLACK HILLS THING! YOU WOULDN'T UNDERSTAND,
'TILL YOU BEEN HERE!
Filed: November 6, 2013
Published: April 1, 2014

Sturgis Motorcycle Rally, Inc.,)	
)	
Opposer,)	
)	Opposition No. 91217630
v.)	
)	
Gary St. Martin Hansen,)	
)	
Applicant.)	

MOTION FOR ORDER TO SHOW CAUSE

Opposer Sturgis Motorcycle Rally, Inc. (“SMRi” or “Opposer”) moves the Board to issue an Order to Show Cause why default judgment should not be entered against Applicant, in accordance with the Board’s Order dated April 20, 2016 (TTABVUE 31).

Applicant has sought and received two suspension periods to allow him to retain counsel; twice, he has failed to do so within the time permitted to him. Most recently, in allowing him up until May 2, 2016 “to inform the Board whether he wishes to represent himself in these proceedings or has retained counsel,” the Board clearly stated that “[i]f Applicant fails, during the time allowed, to either appoint new counsel (and inform the Board thereof) or file a paper stating that he desires to represent himself, the Board may issue an order...asking Applicant to show cause why default judgment should not be entered against it.” TTABVUE 31 (*citing Pro-Cuts v. Schilz-Price Enterprises Inc.*, 27

USPQ2d 1224, 1224-5 (TTAB 1993)). During the call with the Board on April 20, 2016, the Interlocutory Attorney urged Applicant to pay attention to this deadline, and she warned him several times that failure to meet it would have severe consequences.

The date of this motion is May 5, 2016, and Applicant has neither filed nor served Opposer with any paper complying with the Board's Order dated April 20, 2016.

Opposer thus respectfully requests that the Board issue an Order to Show Cause why default judgment should not be entered against Applicant, in accordance with its Order dated April 20, 2016.

Dated: May 5, 2016

Respectfully Submitted,

/s/ Sarah Hsia

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Certificate of Service

In accordance with the Board's Order dated April 20, 2016 (TTABVUE 31), the undersigned counsel of record hereby certifies that a copy of the foregoing *Motion for Order to Show Cause* was served by email to stdrumr@gmail.com on May 5, 2016.

/s/ Sarah Hsia

An Attorney for Opposer