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

Proceeding	91217930
Party	Defendant 2nd Watch, Inc
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Submission	Appearance of Counsel/Power of Attorney
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Date	09/09/2014
Attachments	noticeofappearance.pdf(87785 bytes )



A copy of this Notice of Appearance and Substitution of Counsel is being served on opposing counsel.

Dated: September 9, 2014

Respectfully submitted,

WILSON SONSINI GOODRICH & ROSATI  
Professional Corporation

By: Hillary I. Schroeder/  
Hillary I. Schroeder  
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**CERTIFICATE OF SERVICE BY MAIL**

I, Shelie Plourde, declare:

I am employed in Santa Clara County. I am over the age of 18 years and not a party to the within action. My business address is Wilson Sonsini Goodrich & Rosati, 650 Page Mill Road, Palo Alto, California 94304-1050.

I am readily familiar with Wilson Sonsini Goodrich & Rosati's practice for collection and processing of correspondence for mailing with the United States Postal Service. In the ordinary course of business, correspondence would be deposited with the United States Postal Service on this date.

On this date, I served **NOTICE OF APPEARANCE AND SUBSTITUTION OF COUNSEL** on each person listed below, by placing the document described above in an envelope addressed as indicated below, which I sealed. I placed the envelope for collection and mailing with the United States Postal Service on this day, following ordinary business practices at Wilson Sonsini Goodrich & Rosati.

Nina Habib Borders  
REED SMITH LLP  
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UNITED STATES

James T. Hultquist  
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I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct. Executed at Palo Alto, California on September 9, 2014.

/Shelie Plourde/  
\_\_\_\_\_  
Shelie Plourde