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Filing date: **07/19/2015**

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

Proceeding	91222290
Party	Defendant Elvio Pugliese
Correspondence Address	BRADELY D CROSE CROSE LAW LLC 112 NORTHBROOKE TRACE WOODSTOCK, GA 30188 UNITED STATES Brad@CroseLaw.com
Submission	Answer
Filer's Name	Bradley D. Crose
Filer's e-mail	brad@croselaw.com
Signature	/Bradley D. Crose/
Date	07/19/2015
Attachments	Answer-and-Cert-of-Service-signed.pdf(17566 bytes )

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

SHURE INCORPORATED	)	
	)	
Opposer,	)	Application No.
	)	79/152,375
v.	)	
	)	
ELVIO PUGLIESE	)	Opposition No.
	)	91222290
Applicant.	)	
_____	)	

**ANSWER TO NOTICE OF OPPOSITION**

ELVIO PUGLIESE hereby responds to the allegations in the Notice of Opposition as follows:

1. Applicant admits the allegations contained in Paragraph 1 of the Notice of Opposition.
2. Applicant lacks sufficient knowledge and information to form a belief as to the allegations in Paragraph 2 of the Notice of Opposition and therefore denies the same.
3. Applicant lacks sufficient knowledge and information to form a belief as to the allegations in Paragraph 3 of the Notice of Opposition and therefore denies the same.

4. Applicant denies the allegations contained in Paragraph 4 of the Notice of Opposition.
5. Applicant admits the allegations contained in Paragraph 5 of the Notice of Opposition.
6. Applicant admits the allegations contained in Paragraph 6 of the Notice of Opposition.
7. Applicant lacks sufficient knowledge and information to form a belief as to the allegations in Paragraph 7 of the Notice of Opposition and therefore denies the same.
8. Applicant lacks sufficient knowledge and information to form a belief as to the allegations in Paragraph 8 of the Notice of Opposition and therefore denies the same.
9. Applicant denies the allegations contained in Paragraph 9 of the Notice of Opposition.
10. Applicant denies the allegations contained in Paragraph 10 of the Notice of Opposition.
11. Applicant denies the allegations contained in Paragraph 11 of the Notice of Opposition.

12. Applicant denies the allegations contained in Paragraph 12 of the Notice of Opposition.

### AFFIRMATIVE DEFENSES

13. There is no likelihood of confusion with respect to Applicant's mark, WIRELESS (in stylized design), and the pleaded mark, a stylized microphone with no literal elements, owned by Opposer.
14. There is no likelihood of dilution or tarnishment with respect to Applicant's mark, WIRELESS (in stylized design), and the pleaded mark, a stylized microphone with no literal elements, owned by Opposer.
15. Applicant reserves the right to plead as additional defenses any of the issues set forth in the Federal Rules of Civil Procedure and any other matter constituting an avoidance or affirmative defense which may be revealed during disclosure or discovery.
16. Applicant asserts all affirmative defenses and reserves the right to amend these affirmative defenses through the course of discovery.

REQUEST FOR RELIEF

17. Applicant denies that Opposer is entitled to any of the relief it seeks in its Notice of Opposition.
  
18. Any allegation in the Notice of Opposition which is not admitted is hereby denied.

Wherefore, having fully answered Opposer's Notice of Opposition, Applicant affirmatively alleges that the registration by the Applicant is appropriate, should be allowed, and all relief sought by Opposer should be denied.

Respectfully submitted this 19<sup>th</sup> day of July, 2015.

By: /Bradley D. Crose/

Bradley D. Crose  
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ATTORNEY FOR APPLICANT

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_____	)	

**CERTIFICATE OF SERVICE**

This is to certify that I have this date served counsel of record with a true and correct copy of the foregoing **ANSWER TO NOTICE OF OPPOSITION** via email to [kfink@bannerwitcoff.com](mailto:kfink@bannerwitcoff.com) and by depositing same in the U.S. mail with adequate postage affixed thereon address to:

Katherine Laatsch Fink  
Banner & Witcoff, Ltd.  
10 S. Wacker Drive, Suite 3000  
Chicago, IL 60606

Respectfully submitted this 19<sup>th</sup> day of July, 2015.

By: /Bradley D. Crose/

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