

HAB

In Re Registration No. 2,465,106  
Registered on July 3, 2001

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

SPECIALIZED BICYCLE  
COMPONENTS, INC.

Petitioner,

v.

ANDREW D. APPLEBY of GENERAL  
SPORTS AND ENTERTAINMENT, LLC

Registrant.

  
08-24-2001  
U.S. Patent & TMO/TM Mail Rcpt Dt. #75

00/30/2001 KGYBONS 00000262 071907 2465106

01 FC:376 300.00 CH

PETITION TO CANCEL

SPECIALIZED BICYCLE COMPONENTS, INC., ("Petitioner"), a California corporation having its principal business address at 15130 Concord Circle, Morgan Hill, California 95037, believes that it is, or will be, damaged by Registration No. 2,465,106 for GS Stylized in Classes 35, 41 and 42 for "sports and entertainment marketing, management, consulting, advertising and agency services, namely, business planning, business management, cooperative advertising and marketing, business supervision, promoting sport competitions and events of others; executive placement within the sports and entertainment industries and publicity agents for athletes, entertainment figures and corporations; business management and

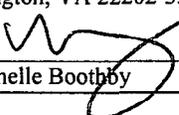
consultation, cooperative advertising and marketing for entities sponsoring sports and entertainment venues in Class 35; organizing exhibitions for entertainment sporting events, professional sports teams for a variety of sporting events, hospitality parties and variety shows in Class 41; and association services, namely, promoting the interest of sports teams and sports entertainment venues in Class 42" registered on July 3, 2001 by Andrew D. Appleby of General Sports and Entertainment, LLC, a Michigan corporation having its principal place of business at 400 Water Street, Suite 250 Rochester, Michigan 48307, and hereby petitions to cancel the same pursuant to Section 14 of the Trademark Act of 1946 (15 U.S.C. § 1064).

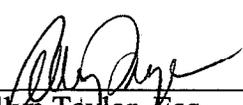
As grounds for this cancellation, Petitioner encloses a copy of the letter of consent for which Andrew Appleby of General Sports and Entertainment, LLC agrees to abandon his U.S. Registration No. 2,465,106.

Please charge the filing fees of this Petition to Cancel to Deposit Acct. No. 07-1907. Please charge any additional fees, or credit any overpayment, to Deposit Acct. No. 07-1907. A duplicate of this Petition to Cancel is filed herewith.

Dated: August 23, 2001

Respectfully submitted,

CERTIFICATE OF EXPRESS MAILING	
I, Michelle Boothby, do hereby certify that this document is being deposited with the United States Postal Service as Express Mail on <u>8/24/01</u> in an envelope numbered <u>EL904950368US</u> addressed to: Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513	
 Michelle Boothby	

  
Allyn Taylor, Esq.  
**GRAY CARY WARE & FREIDENRICH**  
3340 Hillview Avenue  
Palo Alto, California 94304-1203  
(650) 833-2170

Attorneys for Petitioner  
Specialized Bicycle Components, Inc.

# GENERALSPORTS

General Sports and  
Entertainment, LLC

August 1, 2001

Mr. David C. Kocab  
Clark Hill plc  
500 Woodward Avenue  
Suite 3500  
Detroit, Michigan 48226-3435

400 Water Street  
Suite 250  
Rochester, MI 48307

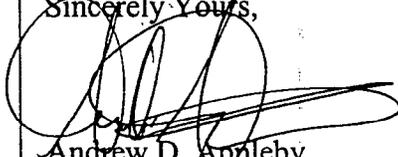
Re: Petition to Cancel Trademark No. 2,465,106

Dear David:

This letter will serve as my consent to expressly abandon U.S. Trademark Reg. No. 2,465,106, a copy of which is attached to this letter. Please forward this letter to counsel for Specialized Bicycle Components, Inc. so that they can use it in conjunction with their Petition to Cancel Trademark Reg. No. 2,465,106.

248.601.2200 Tel.  
248.601.2400 Fax  
www.generalsports.com

Sincerely Yours,



Andrew D. Appleby  
President & CEO  
General Sports and Entertainment, LLC

ADA:DLS

Attachment

SUBSCRIBED AND SWORN TO

Before me this 2<sup>nd</sup> day  
of August, 2001.

  
NOTARY PUBLIC

Commission expires on: 6-17-06

LORRAINE ALPERS  
NOTARY PUBLIC - OAKLAND COUNTY, MI  
MY COMMISSION EXP. 06/17/2006