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Filing date: **04/21/2009**

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

| | |
|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Proceeding | 92046807 |
| Party | Plaintiff FIJI Water Company LLC; Paramount International Export, Ltd. |
| Correspondence Address | CHRISTINE L. LOFGREN, JEFFER MANGELS BUTLER & MARMARO LLP 1900 AVENUE OF THE STARS, 7TH FLOOR LOS ANGELES, CA 90067 UNITED STATES trademarkdocket@jmbm.com, bwk@jmbm.com, sr1@jmbm.com |
| Submission | Appearance of Counsel/Power of Attorney |
| Filer's Name | Douglas N. Masters |
| Filer's e-mail | chicagopto@loeb.com, dmasters@loeb.com, sceresnie@loeb.com, aocasio@loeb.com |
| Signature | /douglas n masters/ |
| Date | 04/21/2009 |
| Attachments | Revocation and Substitute Power of Attorney.pdf (2 pages)(273844 bytes) |

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

| | | |
|----------------------------------------------------------------------|---|---------------------------|
| Fiji Water Company, LLC and Paramount International Export, Ltd., |) | |
| |) | |
| Petitioners, |) | |
| |) | Cancellation No. 92046807 |
| v. |) | |
| |) | |
| Great Brands of Europe, Inc., |) | |
| |) | |
| |) | |
| Registrant. |) | |

**NOTICE OF APPEARANCE AND
REVOCATION AND SUBSTITUTE POWER OF ATTORNEY**

Douglas N. Masters, of Loeb & Loeb LLP, hereby files this Notice of Appearance and Revocation and Substitute Power of Attorney as new counsel of record for Petitioners, Fiji Water Company, LLC and Paramount International Export, Ltd., in the above-captioned matter.

The undersigned hereby revokes all previous Powers of Attorney and appoints Douglas N. Masters, of the firm LOEB & LOEB LLP, 321 North Clark Street, Suite 2300, Chicago, Illinois 60654, and its attorneys to act on its behalf before the United States Patent and Trademark Office, Trademark Trial and Appeal Board, in connection with these proceedings.

Please address all correspondence to Douglas N. Masters, Esq., LOEB & LOEB LLP, 321 N. Clark St., Suite 2300, Chicago, Illinois 60654; Tel: (312) 464-3100; Fax; 312-464-3111; email: chicagopto@loeb.com; dmasters@loeb.com; sceresnie@loeb.com; and aocasio@loeb.com

Dated: April 17, 2009

Fiji Water Company, LLC
and
Paramount International Export, Ltd.

By: 
Craig B. Cooper, Sr. Vice President

CERTIFICATE OF SERVICE

I, Sharon Ceresnie, hereby certify that a copy of this **NOTICE OF APPEARANCE
AND REVOCATION AND SUBSTITUTE POWER OF ATTORNEY** has been served upon:

Kyoko Imai
Oblon Spivak McClelland Maier & Neustadt
1940 Duke Street
Alexandria, VA 22314

first class mail, postage prepaid, on April 21, 2009.

/s/ Sharon Ceresnie