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

Proceeding	92049029
Party	Plaintiff Mr. David J. Long, Jr.
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Submission	Other Motions/Papers
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of trademark registration No. 2969604

For the mark TASTE OF SOUTH JERSEY

Date registered July 19, 2005

David J. Long Jr.,

Trading as The Taste of South Jersey

v.

Review Publishing Limited Partnership

Memorandum of Law

I, David Johnson Long Jr., Trading as The Taste of South Jersey (a New Jersey registered business since 1999), oppose and make argument against the validity of the registered mark 2969604 on the grounds that the registrant and its registering attorney Glenn A. Gundersen of the law firm Dechert LLP either willingly or unknowingly filed a false statement with the USPTO on the application, Serial Number 76594573—Pursuant to Rule § 2.20 Declarations in lieu of oaths.

Instead of an oath, affidavit, verification, or sworn statement, the language of 28 U.S.C. 1746, or the following language, may be used:

The undersigned being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of the application or document or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true; and all statements made on information and belief are believed to be true.

I, David J. Long Jr., petitioner, strongly oppose the Motion to Dismiss and other defenses as filed on April 23, 2008 by Dechert LLP, attorneys for the registrant/defendant pursuant to Rule 2.117(b): Whenever there is pending before the Board a motion which is potentially dispositive of the case, the potentially dispositive motion may be decided before the question of suspension is considered regardless of the order in which the motions were filed. In addition, I, the Petitioner respectfully request the United States Trademark Trial and Appeal Board to reopen the proceeding number 920449029.

Furthermore, I, the petitioner respectfully to the Trademark Trial and Appeal Board to revoke the registration of the mark 2969604 pursuant to Rule 2.33.(b)(1) In an application under section 1(a) of the Act, the verified statement must allege:

That the applicant has adopted and is using the mark shown in the accompanying drawing; that the applicant believes it is the owner of the mark; that the mark is in use in commerce; that to the best of the declarant's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when applied to the goods or services of the other person, to cause confusion or mistake, or to deceive; that the specimen shows the mark as used on or in connection with the goods or services; and that the facts set forth in the application are true.

I, David Johnson Long Jr., believe that the both the law firm for the registrant and the USPTO Assigned Examining Attorney were both negligent in the process of the filing the application and examining the Standard Character Claim pursuant to Rule 2.37 because State of New Jersey records would have clearly shown that the registration for the mark was first used in commerce as early as 1999 by I, the petitioner.

EXHIBIT A (The Petitioner's Trade Name Certificate) is germane to the disposition of the Motion to Dismiss made by the Defendant in this proceeding filed by I, the Petitioner.

Finally, I, the petitioner respectfully request the Commissioner of Trademarks to disregard any papers filed by the registrant and revoke registration number 2969604 on the grounds of the discovery of false statements made on the application 76594573 filed May 28, 2004.

Respectfully submitted,

David J. Long Jr., T/A: The Taste of South Jersey

2050 Delsea Drive

Sewell, NJ 08080

(856) 232-2299

May 14, 2008

EXHIBIT A

I, (We) David J. Lang, Jr.
(Print Full Name of Registrant(s))

hereby CERTIFY that the business conducted under the firm name of:
The Topic of South Jersey
(Print Trade Name of Firm Accurately and Completely)

was established for the purpose of carrying on the business of:
Business Advertising
(State Nature of Business)

located at 1341 Blackwood-Camden Rd. Suite 605 Camden, NJ 08211
(Street) (City) (Zip)

and the firm is composed of the following individuals:

(NAME)	(STREET)	(TOWN OR CITY)	(ZIP)
<u>David J. Lang, Jr.</u>	<u>1341 Blackwood-Camden Rd.</u>	<u>Camden</u>	<u>08211</u>

STATE OF NEW JERSEY
COUNTY OF CAMDEN ss.

I, (We) David J. Lang, Jr., of full age, being
duly sworn according to law, on his oath says, that he is the person who made out
the foregoing certificate and that the statements therein made are true and correct
in each and every particular.

[Signature]
Signature of Registrant(s)

Sworn and Subscribed to before me
this 21st day of
Sept. 1999

CONTACT PHONE # (609) 627-0657
(If available)

[Signature]
(Notary Public)

CERTIFICATE OF SERVICE

I hereby certify that a copy of this memorandum has been duly served by mailing a copy, first class, postage pre-paid to both the law firm Glenn A. Gundersen of Decert LLP, 4000 Bell Atlantic Tower, 1717 Arch Steet, Philadelphia, PA 19103-2183, and the Defendant, Review Publishing Limited Partnership, 1500 Samsom Street, 3rd Floor, Philadelphia, PA 19102

_____/david j. long jr./____

David J. Long Jr.