

ESTTA Tracking number: **ESTTA207281**

Filing date: **04/25/2008**

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

Proceeding	92049029
Party	Plaintiff Mr. David J. Long, Jr.
Correspondence Address	Mr. David J Long Jr. Taste of South Jersey 2050 Delsea Drive Sewell, NJ 08080 UNITED STATES pr@foodpresswire.com, editor@homeandtowne.com
Submission	Other Motions/Papers
Filer's Name	/david j long jr/
Filer's e-mail	pr@foodpresswire.com, editor@tasteofsj.com
Signature	/david j long jr/
Date	04/25/2008
Attachments	MotiontoTTA.pdf (2 pages)(73007 bytes) NoticeoReviewPublishing.pdf (2 pages)(215983 bytes) ReadConfirmation.pdf (1 page)(37282 bytes) ReadConfirmation2.pdf (1 page)(36732 bytes)

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.....

(Name of petitioner) David J. Long Jr.

v.

(Name of registrant) Review Publishing

**Motion to Continue Proceeding Number 92049029
and Petition to Cancel on the grounds that Notice was sent
and responded to by the law office of the defendant**

I, David Johnson Long Jr., Trading as The Taste of South Jersey (a New Jersey registered business since 1999), petition the USPTO TTA to continue the Proceeding Number 92049029 "Petition to Cancel" the registered mark 2969604 on the grounds that the registrant and their law office was served notice of my petition to cancel and did respond by telephone to me.

Moreover, the plaintiff, Review Publishing Limited Partnership nor the law office has supplied me with copies of their publication, which I requested.

I, David Johnson Long Jr, T/A The Taste of South Jersey first published a periodical in the field of restaurants and dining in January 2000 in print form, and since June of 1999 on the Internet establishing my first use in commerce. Moreover for two (2) consecutive years, I brokered a live radio show that I titled after my publication Taste of South Jersey.

The defendant attempt to make a motion to cancel due to failure of notice is not accurate.

My Website: [http://www,tasteofsouthjersey.com](http://www.tasteofsouthjersey.com) clearly outlines the use of the name in commerce as well as shows proof of the beginning covers of my periodical titled Taste of South Jersey.

Respectively submitted,

David J. Long Jr.,

2050 Delsea Drive

Sewell, NJ 08080

(856) 232-2299

April 25, 2008

FAX COVER LETTER

To: Review Publishing Limited Partnership
and Canton Associates, L.P.

Anthony A. Clifton, president
Jim Stokes, vice president
Ginger Monte, controller

From: David J. Long Jr.,
TASTE OF SOUTH JERSEY

Date: March 13, 2008

Re: Petition to Cancel Trademark Registration

Page 1 of 2

To Whom it May Concern:

This fax is to serve as notice that I have filed a petition to cancel the registration of trademark registration number 2969604 on the following grounds.

1. First use of the name in commerce
2. Unfair business practices
3. Passing Off
4. Misrepresentation
5. Dilution of my business reputation, company, goods and services
6. And any other applicable statements, rights and future proceedings

Delivered by fax this day, March 13, 2008.

By: David J. Long Jr.
PO 215
Sewell, NJ 08080
856.232.2299

cc: GLENN A. GUNDERSEN, DECHERT LLP
4000 BELL ATLANTIC TOWER
1717 ARCH STREET
PHILADELPHIA, PA 19103-2793
Phone Number: 215.994.2183
Fax Number: 215.655.2183

Petition for Cancellation

Notice is hereby given that the following party requests to cancel indicated registration.

Petitioner Information

Name	Mr. David J Long Jr.		
Entity	Individual	Citizenship	UNITED STATES
Address	2050 Delsea Drive Sewell, NJ 08080 UNITED STATES		

Correspondence information	Mr. David J Long Jr. Sole Proprietor TASTE OF SOUTH JERSEY 2050 Delsea Drive Sewell, NJ 08080 UNITED STATES pr@foodpresswire.com, editor@homeandtowne.com Phone:856 232-2299		
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Registration Subject to Cancellation

Registration No	2969604	Registration date	07/19/2005
Registrant	REVIEW PUBLISHING LIMITED PARTNERSHIP 1500 Sansom Street, 3rd Floor Philadelphia, PA 19102 UNITED STATES		

Goods/Services Subject to Cancellation

Class 016. First Use: 2004/05/13 First Use In Commerce: 2004/05/13 All goods and services in the class are cancelled, namely: Periodicals in the field of restaurants and dining	
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Grounds for Cancellation

Other	Unfair business practices, passing off, misrepresentation, first use in commerce, similarity (I first published TASTE OF SOUTH JERSEY in January 2000 as a periodical in the field of restaurants and dining). I have never dissolved my trade name of TASTE OF SOUTH JERSEY. And the registered mark is a dilution to my business reputation. The registrant of the mark is a competitor in my marketplace.
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by Facsimile or email (by agreement only) on this date.

Signature	/david j long jr./
Name	Mr. David J Long Jr.
Date	03/18/2008

Read Message

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Select One

OK

REPLY

REPLY ALL

FORWARD

FULL HEADERS

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REPORT SPAM

From: Gundersen, Glenn <glenn.gundersen@dechert.com>

[add to contacts]

To: FOOD PRESS WIRE <pr@foodpresswire.com>

Cc:

Date: Tuesday, March 18, 2008 05:21 pm

Subject: Read: Re: TASTE OF SOUTH JERSEY Notice attached!

Your message

To: aclifton@reviewpublishing.com

Cc: gmonte@reviewpublishing.com; jstokes@reviewpublishing.com;

Gundersen, Glenn

Subject: Re: TASTE OF SOUTH JERSEY Notice attached!

Sent: Tue, 18 Mar 2008 16:38:21 -0400

was read on Tue, 18 Mar 2008 17:21:28 -0400

"EMF <dechert.com>" made the following annotations.

This e-mail is from Dechert LLP, a law firm, and may contain information that is confidential or privileged. If you are not the intended recipient, do not read, copy or distribute the e-mail or any attachments. Instead, please notify the sender and delete the e-mail and any attachments. Thank you.

Attachments:  Text version of this message. (970B)

 (238B)

OK

REPLY

REPLY ALL

FORWARD

DELETE

REPORT SPAM

Previous

Next

Read Message

Previous

Next

Move To

Select One

OK

REPLY

REPLY ALL

FORWARD

FULL HEADERS

EXPORT

PRINT

DELETE

REPORT SPAM

From: Anthony Clifton <aclifton@reviewpublishing.com>

[add to contacts]

To: 'FOOD PRESS WIRE' <pr@foodpresswire.com>

Cc:

Date: Tuesday, March 18, 2008 07:32 pm

Subject: Read: TASTE OF SOUTH JERSEY Notice attached!

Your message

To: aclifton@reviewpublishing.com

Cc: gmonte@reviewpublishing.com; jstokes@reviewpublishing.com; glenn.gundersen@dechert.com

Subject: Re: TASTE OF SOUTH JERSEY Notice attached!

Sent: 3/18/2008 4:38 PM

was read on 3/18/2008 7:32 PM.

Attachments:  Text version of this message. (267B)

(235B)

OK

REPLY

REPLY ALL

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