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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.
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	04/26/2008
Attachments	92049029_Affidavit.pdf (1 page)(203538 bytes) TradeNameReg_1999.pdf (1 page)(197031 bytes)

GENERAL AFFIDAVIT

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

State of New Jersey
County of Gloucester

BEFORE ME, the undersigned Notary, Meghan O'Brien, on this 26th day of April, 2008, personally appeared David J. Long Jr., known to me to be a credible person and of lawful age, who being by me first duly sworn, on his oath, deposes and says:

After he sent notice to the Review Publishing Limited Partnership and a copy to their registering trademark attorney, Glen A. Gundersen of Dechert LLP (on or around March 18, 2008) the law firm did contact Mr. Long by telephone. According to Mr. Long, the demeanor of the representative from Dechert LLP was both unprofessional and to no resolve.

Furthermore, Mr. Long attests here that he tried to contact Review Publishing Limited Partnership at least one year prior to filing his petition to cancel their registration of the mark Number 2969604, but did not receive a response from Anthony A. Clifton, president or Jim Stokes, vice president of Review Publishing.

Moreover, Mr. Long, in response to the recent filing of Dechert LLP on behalf of Review Publishing for Motion to Dismiss made on April 23, 2008 to the USPTO TAAB, has sent a second notice to the defendant and its lawyers regarding TAAB proceeding 92049029.

Lastly, David J. Long Jr. of The Taste of South Jersey, a State of New Jersey registered business and periodical in the field of restaurants and dining continues his petition to cancel the registration of the mark 2969604 on the grounds that Mr. Long uses the name in commerce, and has done so since the year 1999. Also Mr Long is presently using the mark in commerce in print periodical form and electronic newsletter publishing under the title, TASTE OF SOUTH JERSEY, radio broadcasting (2001-2002) and in his business transactions with advertisers, printers, organizations and marketing to consumers.

2001-2002
4/26/08

[signature of affiant]

David J. Long Jr.

2050 Delsea Drive, Sewell, NJ 08080

Subscribed and sworn to before me, this 26th day of April, 2008.

MEGHAN MARIE OBRIEN
Notary Public
State of New Jersey
My Commission Expires Aug 17, 2012

[Notary]

Meghan O'Brien
[print]

NOTARY PUBLIC

My commission expires: Aug. 17, 2012

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

hereby CERTIFY that the business conducted under the firm name of:

The Taste of South Jersey
(Print Trade Name of Firm Accurately and Completely)

was established for the purpose of carrying on the business of:

Restaurant Advertising
(State Nature of Business)

located at 1341 Blackwood-Clementon Rd. Suite 668 Clementon, NJ 08021
(Street) (City) (Zip)

and the firm is composed of the following individuals:

(NAME)	(STREET)	(TOWN OR CITY)	(ZIP)
David J. Long Jr.	1341 Blackwood-Clementon Rd. Suite 668	Clementon	08021

STATE OF NEW JERSEY
COUNTY OF CAMDEN ss.

I, (We) David J. Long 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 of Registrant(s)

Sworn and Subscribed to before me

this 21st day of

June 19 99

CONTACT PHONE # (609) 627-0637
(If available)

Special Deputy Clerk
(Notary Public)

To Be Used For Filing In Camden County Only

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