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

Proceeding	92054855
Party	Plaintiff Hybrid Promotions, LLC
Correspondence Address	BRYAN FRIEDMAN FRIEDMAN STROFFE GERARD PC 19800 MACARTHUR BLVD , SUITE 1100 IRVINE, CA 92612 UNITED STATES jharlow@fsglawyers.com
Submission	Appearance of Counsel/Power of Attorney
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Signature	/ajharlow/
Date	04/07/2014
Attachments	Fashion Exchange (TTAB) Petitioner's Notice of Association of Counsel.pdf(20738 bytes )

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

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HYBRID PROMOTIONS, LLC, ) )  
 ) )  
Petitioner, ) Cancellation No. 92054855  
 ) )  
v. ) )  
 ) )  
FASHION EXCHANGE, LLC ) )  
 ) )  
Respondent ) )  
-----)

**TO ALL PARTIES AND THEIR ATTORNEYS OF RECORD:**

**PLEASE TAKE NOTICE** that Petitioner Hybrid Promotions, LLC hereby associates Mark J. Rosenberg of Tarter Krinsky & Drogin LLP as co-counsel of record.

Further, please take notice that Petitioner Hybrid Promotions, LLC hereby adds Andrew Nelson of Friedman Stroffe & Gerard, P.C. as co-counsel of record.

Please update the service list for Petitioner in this matter to read as follows:

Bryan M. Friedman  
Andrew R. Nelson  
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Respectfully submitted

DATED: April 7, 2014

FRIEDMAN STROFFE & GERARD, P.C.

By: */s/ Bryan M. Friedman*

\_\_\_\_\_  
Bryan M. Friedman  
Friedman Stroffe & Gerard, P.C.  
Attorneys for Petitioner

**PROOF OF SERVICE**

Hybrid Promotions, LLC v. Fashion Exchange, LLC  
Petition to Cancel No.: 92054855

I am employed in the County of Orange, State of California. I am over the age of 18 and not a party to the within action; my business address is 19800 MacArthur Boulevard, Suite 1100, Irvine, California 92612-1086.

On April 7, 2014, I served the foregoing document(s) described as follows:

**PETITIONER'S NOTICE OF ASSOCIATION OF ATTORNEY**

on the interested parties in this action by placing  a true copy  the original thereof enclosed in a sealed envelope and addressed as follows:

Morris Fateha  
Law Offices of Morris Fateha, P.C.  
911 Avenue U  
Brooklyn, NY 11223

Mark J. Rosenberg  
Tarter Krinsky & Drogin, LLP  
1350 Broadway  
New York, NY 10018

**[x] (MAIL)** I am readily familiar with Friedman Stroffe & Gerard's ordinary business practice of collection and processing correspondence for mailing. Under the practice it would be deposited with the U.S. Postal Service on the same day with postage thereof fully prepaid at Irvine, California in the ordinary course of business. I followed this business practice and I placed the envelope for collection and mailing on the date identified above. I am aware that on motion of the party served, service is presumed invalid if postage cancellation date or postage date is more than one day after date of deposit for mailing in affidavit.

**[x] (FEDERAL)** I declare under the laws of the United States of America that I am employed in the office of a member of the Bar of this Court at whose direction the service was made and that the foregoing is true and correct.

Executed on April 7, 2014, at Irvine, California.

\_\_\_\_\_  
/s/

A. Jessica Harlow