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Filing date: **06/16/2014**

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

Proceeding	92058667
Party	Plaintiff DM Luxury, LLC
Correspondence Address	ROBERT B BURLINGAME PILLSBURY WINTHROP SHAW PITTMAN LLP PO BOX 2824 SAN FRANCISCO, CA 94126 UNITED STATES rburlingame@pillsburylaw.com, sfrademarks@pillsburylaw.com
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	Robert B. Burlingame
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Signature	/Robert B. Burlingame/
Date	06/16/2014
Attachments	US_SE_404619835_1.PDF(71973 bytes)

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

DM Luxury, LLC,)	Cancellation No. 92058667
)	
Petitioner,)	Mark: HOUSTONIA
)	Registration No.: 4456510
v.)	Registration Date: December 24, 2013
SagaCity Media, Inc.,)	
)	
Respondent)	
)	
)	

NOTICE OF APPEARANCE

Please take notice that William P. Atkins of Pillsbury Winthrop Shaw Pittman LLP will be appearing on behalf of Petitioner (DM Luxury, LLC), in addition to Robert B. Burlingame of Pillsbury Winthrop Shaw Pittman LLP.

All pleadings, filings, orders and other papers served or filed in this matter should be served to both Mr. Atkins and Mr. Burlingame at their respective addresses set forth below:

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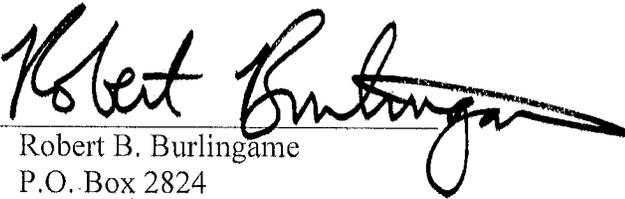
Date: June 16, 2014

Respectfully Submitted,

PILLSBURY WINTHROP SHAW PITTMAN LLP

Attorneys for DM Luxury, LLC

By:



Robert B. Burlingame

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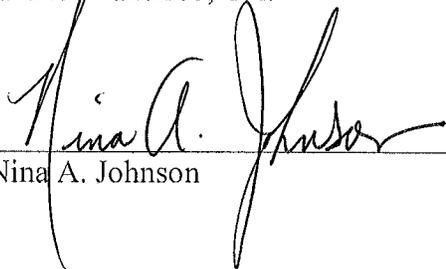
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PROOF OF SERVICE BY FIRST-CLASS MAIL

I, Nina A. Johnson, the undersigned, hereby certify and declare under penalty of perjury that the following statements are true and correct:

1. I am over the age of 18 years and am not a party to the within cause. I am employed by Pillsbury Winthrop Shaw Pittman LLP in San Francisco, CA.
2. My business address is Four Embarcadero Center, 22nd Floor, San Francisco, CA 94111. My mailing address is P.O. Box 2824, San Francisco, CA 94126-2824.
3. On June 16, 2014, I served a true copy of the attached document titled exactly "Notice of Appearance" upon Respondent's attorney James L. Vana by first-class mail addressed to: James L. Vana, Perkins Coie LLP, 1201 Third Avenue, 49th Floor, Seattle, WA 98101-3099.

Executed this 16th day of June, 2014, at San Francisco, CA.



Nina A. Johnson