

UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451
General Contact Number: 571-272-8500

Mailed: May 10, 2016

Cancellation No. 92061633

Making the Brand LLC

v.

Marc Esannason aka Global Spin

Victoria von Vistauxx, Paralegal Specialist:

On May 4, 2016, in response to the Board's May 3, 2016 order, Petitioner's attorneys filed a revised request to withdraw as counsel of record in this proceeding. The request to withdraw as counsel is in compliance with the requirements of Trademark Rules 2.19(b) and Patent and Trademark Rule 11.116, and is accordingly **GRANTED**. The law firm of Perkins Coie LLP, no longer represents Petitioner in this proceeding.¹

In view of the withdrawal of Petitioner's counsel, and in accordance with standard Board practice, proceedings herein are **SUSPENDED**, and Petitioner is allowed until

¹ The Board notes that a copy of the above referenced request to withdraw as counsel of record in this proceeding has been served on the Petitioner in an address different from the one as reflected in the petition for cancellation. Petitioner is reminded that it is Petitioner's **responsibility to keep this Office apprised of its correct address, and inform this Office of any changes in its address, so that the records can be updated.** Failure to do so indicates that the Petitioner has lost interest in defending its right to the subject registration. A copy of the instant order has also been sent to Petitioner in its address as reflect in the petition for cancellation.

THIRTY DAYS from the mailing date of this order to appoint new counsel, or to file a paper stating that Petitioner chooses to represent itself. If Petitioner files no response, the Board may issue an order to show cause why default judgment should not be entered against Petitioner based on Petitioner's apparent loss of interest in the proceeding.

Proceedings are otherwise **SUSPENDED** pending response to this order.

The parties will be notified by the Board when proceedings are resumed, and dates will be reset, as appropriate.

A copy of this order has been sent to all persons listed below.

cc:

MAKING THE BRAND LLC
1440 BROADWAY
BEW YORK NY 10018

MAKING THE BRAND LLC
C/O REVOLT MEDIA/INGA DYER
1800 N HIGHLAND AVE 7TH FL
LOS ANGELES CA 90028

XAVIER R. DONALDSON
DONALDSON & CHILLIEST LLP
1825 PARK AVE, STE 1102
NEW YORK NY 10035

JENNIFER L JOLLEY
PERKINS COIE LLP
1201 THIRD AVE STE 4900
SEATTLE WA 98101

Information regarding legal representation

Although Patent and Trademark Rule 11.14 permits an entity to represent itself, it is strongly advisable for a party who is not acquainted with the technicalities of the procedural and substantive law involved in *inter partes* proceedings before the Board to secure the services of an attorney who is familiar with such matters. The United States Patent and Trademark Office (USPTO) cannot aid in the selection of an attorney. As the impartial decision maker, the Board may not provide legal advice; it may provide information solely as to procedure.

Any party who does not retain counsel should be familiar with the authorities governing this proceeding, including the Trademark Trial and Appeal Board Manual of Procedure (TBMP), and the Trademark Rules of Practice (37 C.F.R. Part 2), both accessible directly from the Board's web page: <http://www.uspto.gov/trademarks/process/appeal/index.jsp>. Also on the Board's web page are links to ESTTA, the Board's electronic filing system² at <http://estta.uspto.gov>, and TTABVUE, for case status and prosecution history at <http://ttabvue.uspto.gov/ttabvue>.

Trademark Rules 2.119(a) and (b) require that every paper filed in the USPTO in a proceeding before the Board must be served upon the attorney for the other party, or on the party if there is no attorney. Proof of service must be made before the paper will be considered by the Board. Accordingly, copies of all papers filed in this proceeding must be accompanied by a signed statement indicating the date and

² The Board strongly encourages parties to file all papers through ESTTA, which operates in real time and provides a tracking number that the filing has been received. For assistance in using ESTTA, call 571-272-8500.

manner in which such service was made. *See* TBMP § 113.03. The statement, whether attached to or appearing on the paper when filed, will be accepted as prima facie proof of service, must be signed and dated, and should take the form of a certificate of service as follows:

I hereby certify that a true and complete copy of the foregoing (insert title of submission) has been served on (insert name of opposing counsel or party) by mailing said copy on (insert date of mailing), via First Class Mail, postage prepaid (or insert other appropriate method of delivery) to: (name and address of opposing counsel or party).

Signature _____

Date _____

Strict compliance with the Trademark Rules of Practice, and the Federal Rules of Civil Procedure (where applicable), is required of all parties before the Board, whether or not they are represented by counsel. *See McDermott v. San Francisco Women's Motorcycle Contingent*, 81 USPQ2d 1212, n.2 (TTAB 2006).

This *inter partes* proceeding is similar to a civil action in a federal district court. The parties file pleadings and a range of possible motions. This proceeding includes designated times for disclosures, discovery (discovery depositions, interrogatories, requests for production of documents and things, and requests for admission, to ascertain the facts underlying an adversary's case), a trial period, and the filing of briefs. The Board does not preside at the taking of testimony; all testimony is taken out of the presence of the Board during the assigned testimony, or trial, periods, and the written transcripts thereof, together with any exhibits thereto, are then filed with

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the Board. No paper, document, or exhibit will be considered as evidence unless it has been introduced in evidence in accordance with the applicable rules.