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

In The Matter of Application Serial No. 75/647,131: BSCH  
Published in the *Official Gazette* of July 30, 2002 at TM 11 in Int'l Classes 16, 35, 36, and 38

ANHEUSER-BUSCH, INCORPORATED, )

Potential Opposer, )

v. )

BANCO SANTANDER CENTRAL )  
HISPANO, S.A., )

Applicant. )

Opp. No. \_\_\_\_\_



12-01-2003

U.S. Patent & TMO/TM Mail Rcpt Dt. #64

**SUBSTITUTION OF ATTORNEY**

Potential Opposer hereby revokes the Power of Attorney previously granted to the law firm of Pattishall, McAuliffe, Newbury, Hilliard and Geraldson and its attorneys and appoints the law firm of LOEB & LOEB, LLP, as substitute attorneys with full power to transact all business in the United States Patent and Trademark Office in connection with this matter.

Please address all future correspondence relating to this opposition to Demetra Merikas, LOEB & LOEB LLP, 200 South Wacker Drive, Suite 3100, Chicago, Illinois 60606.

Dated: November 24, 2003

Respectfully submitted,

Valerie Benkert Paci  
Attorney for Anheuser-Busch, Incorporated

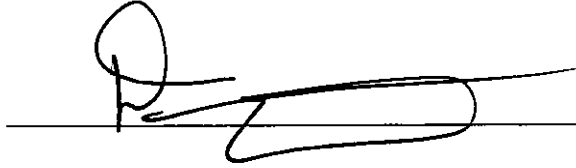
Associate General Counsel  
Anheuser-Busch Companies, Inc.

Certificate of Mailing  
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Trademarks, 2900 Crystal Drive, Arlington Virginia 22202-3514 on November 24, 2003.

Valeria Eduardo

**CERTIFICATE OF SERVICE**

I, Douglas N. Masters, hereby certify that a copy of the foregoing **SUBSTITUTION OF ATTORNEY**, was served upon Andrew Pertes, Trademark & Patent Counselors Of America, 915 Broadway, 19<sup>th</sup> Floor, New York, NY 10010-7108, this 26<sup>th</sup> day of November, 2003, by first class mail, postage prepaid.

A handwritten signature in black ink, appearing to read "Douglas N. Masters", is written over a horizontal line. The signature is stylized and cursive.