

UNITED STATES PATENT AND TRADEMARK OFFICE  
Trademark Trial and Appeal Board  
P.O. Box 1451  
Alexandria, VA 22313-1451

HARVEY BALL SMILE LIMITED  
#832MINAMIMEGUROEN BLDG 4-6-16 KAMIOSAKI  
SHINAGAWA-KU,  
TOKYO, 141-0021  
JAPAN

**Mailed: February 27, 2009**

**Serial No.: 77610605**

**Veronica P. White, Paralegal Specialist:**

The request to extend time to oppose is granted until  
**4/29/2009** on behalf of potential opposer **Franklin Loufrani**.

Please do not hesitate to contact the Trademark Trial and  
Appeal Board for any questions relating to this extension.

**New Developments at the Trademark Trial and Appeal Board**

TTAB forms for electronic filing of extensions of time to  
oppose, notices of opposition, and inter partes filings are now  
available at <http://estta.uspto.gov>. Images of TTAB proceeding  
files can be viewed using TTABVue at <http://ttabvue.uspto.gov>.

**TRADEMARK TRIAL AND APPEAL BOARD RULE CHANGES**

The USPTO has issued new rules pertaining to TTAB  
proceedings. Parties are urged to familiarize themselves  
with the new rules.

Among other changes, for any notice of opposition filed on  
or after November 1, 2007, the new rules require an opposer  
to provide proof of service of the notice of opposition  
upon the applicant at the time the notice of opposition is  
filed. Trademark Rule 2.101. (Parallel amendments to  
Trademark Rule 2.111 require a petitioner to include proof  
of service of the petition for cancellation.) Service may  
be made by any of the means set out in Trademark Rule  
2.119(b). A certificate of service is adequate proof of

service; service by a process server is not necessary. A notice of opposition (or petition for cancellation) filed without a certificate of service will not be instituted.

The notice of final rulemaking and a chart summarizing the changes contained in the notice are available for viewing on the TTAB web page:

[www.uspto.gov/web/offices/com/sol/notices/72fr42242.pdf](http://www.uspto.gov/web/offices/com/sol/notices/72fr42242.pdf)

[www.uspto.gov/web/offices/com/sol/notices/72fr42242\\_FinalRuleChart.pdf](http://www.uspto.gov/web/offices/com/sol/notices/72fr42242_FinalRuleChart.pdf)