

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

MAILED: December 1, 2010

IN RE:  
Dillard's, Inc.

SERIAL NO. 77665190

APPEAL RECEIVED: 12/01/2010

BRIEF DUE: 1/30/2011

DEAN WORLEY  
DILLARD'S, INC.  
1600 CANTRELL RD  
LITTLE ROCK AR 72201-1145

ESTTA381338

The appeal and appeal fee in the above-entitled application were received on the date indicated above.

The Trademark Rules of Practice provide that the brief of the applicant must be filed within sixty days after the date of the appeal. Applicant must also indicate, not later than ten days after the due date for applicant's reply brief, if an oral hearing is desired.

If applicant has pending, or has filed with its notice of appeal, a request for reconsideration, an amendment, an amendment to allege use, a request to divide, or a petition in connection with its application, applicant should contact the Board at 571-272-8500 and speak to the paralegal to whom this appeal has been assigned.