

ESTTA Tracking number: **ESTTA381365**

Filing date: **12/01/2010**

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

Application Serial No.	77665190
Applicant	Dillard's, Inc.

## Notice of Appeal

Notice is hereby given that Dillard's, Inc. appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 77665190.

The refusal to register has been appealed as to the following class of goods/services:

- Class 035.

All goods and services in the class are appealed, namely: RETAIL DEPARTMENT STORES; ON-LINE RETAIL STORE SERVICES FEATURING A WIDE VARIETY OF CONSUMER GOODS, AND CONSUMER SERVICES, NAMELY, PROVIDING INFORMATION AND ASSISTANCE TO CONSUMERS REGARDING THE SELECTION OF PRODUCTS FOR PURCHASE

Respectfully submitted,  
/Dean Worley/  
12/01/2010

**DEAN WORLEY**

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