

**United States Patent and Trademark Office**  
**Trademark Trial and Appeal Board**  
P.O. Box 1451  
Alexandria, VA 22313-1451

Mailed: September 12, 2011

In re General Beverage  
Sales Co.

Serial No. 77957249

Filed: 3/12/10

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**Rochelle Adams, Paralegal Specialist:**

Applicant's brief filed September 9, 2011 is noted and the electronic record of the application file is forwarded herewith to the Trademark Examining Attorney for a brief in accordance with Trademark Rule 2.142(b).

A request for an oral hearing, if desired, is due not later than ten days after the due date for applicant's reply brief.