

**UNITED STATES DEPARTMENT OF COMMERCE**  
**Patent and Trademark Office**  
**Trademark Trial and Appeal Board**  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

Mailed: August 24, 2004

In re Southwestern  
Management, Inc.

Serial No. 78271067

Filed: 07/07/2003

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Applicant's notice of appeal and appeal brief filed  
August 16, 2004, are noted.

The appeal is hereby instituted and the file is  
herewith forwarded to the Trademark Examining Attorney for  
her 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.