

**United States Patent and Trademark Office**  
**Trademark Trial and Appeal Board**  
P.O. Box 1451  
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In re Brand Affinity  
Technologies, Inc.

Serial No. 85158591

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In view of the abandonment filed June 27, 2012, the appeal in the above-identified application is hereby dismissed and the application stands abandoned.

***By the Trademark Trial  
and Appeal Board***