

ESTTA Tracking number: **ESTTA927346**

Filing date: **10/09/2018**

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

Application Serial No.	87576940
Applicant	NJOY, LLC

## Notice of Appeal

Notice is hereby given that NJOY, LLC appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 87576940.

Applicant has filed a request for reconsideration of the refusal to register, and requests suspension of the appeal pending consideration of the request by the Examining Attorney.

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

- Class 030. First Use: 0 First Use In Commerce: 0  
All goods and services in the class are appealed, namely: Chemical flavorings in liquid form used to refill electronic cigarette cartridges; Electronic cigarette liquid (e-liquid) comprised of flavorings in liquid form, other than essential oils, used to refill electronic cigarette cartridges
- Class 034. First Use: 0 First Use In Commerce: 0  
All goods and services in the class are appealed, namely: Electric cigarettes; Electronic cigarettes; Electronic cigarettes for use as an alternative to traditional cigarettes; Disposable and reusable cartridges sold filled with vaporizable nicotine based liquid solution, for use with battery powered rechargeable portable vaporizing units in the nature of electronic cigarettes and vaporizer pipes

Respectfully submitted,  
/Kelu L. Sullivan/  
10/09/2018

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