

**UNITED STATES PATENT AND TRADEMARK OFFICE**  
**Trademark Trial and Appeal Board**  
**P.O. Box 1451**  
**Alexandria, VA 22313-1451**  
General Contact Number: 571-272-8500  
General Email: TTABHearings@uspto.gov

Serial No. 88310184
In re <i>Southcorp Brands Pty Limited</i>
Mailed: October 4, 2019
Hearing Date: November 20, 2019
Time: 11:00AM

**Madison East Building**  
**600 Dulany Street**  
**9<sup>th</sup> Floor (Hearing Room C)**  
**Alexandria, VA 22313-1450**

The Board has scheduled an oral hearing in the above identified proceeding on the date and at the time indicated above.

If Applicant or its attorney, does not appear when the case is called, Applicant's right to an oral hearing will be considered to have been waived.

Oral arguments will be limited to twenty minutes for the Applicant and ten minutes for the Examining Attorney, unless a longer period is requested and permitted in advance of the hearing date. The Applicant may reserve part of its time for rebuttal.

If Applicant does not intend to be present for the oral hearing, it must file written notification thereof through ESTTA at least two weeks in advance of the hearing date.

If Applicant wishes to reschedule an oral hearing, it must file a written request through ESTTA, stating the reasons for the request and whether the Examining Attorney has consented to the rescheduling, and submit three non-consecutive dates and times. Absent compelling circumstances or the consent of the Examining Attorney, the Board will not change a hearing date if the request to reschedule is made within two weeks of the scheduled hearing date. Moreover, the Board may deny a request to reschedule if multiple requests, including stipulations and consented requests, to reschedule have been filed.

Questions or inquiries regarding the hearing can be directed to [TTABHearings@uspto.gov](mailto:TTABHearings@uspto.gov).