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

Mailed: August 13, 2003

Opposition No. 116,490

LCS DIRECT MAIL ADVERTISING  
and PRINTING, INC.

v.

TRAFFIC BUILDERS, INC.

***Rochelle Ricks, Paralegal Specialist:***

It is noted by the Board that opposer's time for filing a brief on the case has expired, and no brief has been filed<sup>1</sup>. Trademark Rule 2.128(a)(3) provides that when a party in the position of plaintiff fails to file a main brief, an order may be issued allowing plaintiff until a set time, not less than fifteen days, in which to show cause why the Board should not treat such failure as a concession of the case. The rule further provides that if plaintiff fails to file a response to the order, or files a response indicating that it has lost interest in the case, judgment may be entered against plaintiff.

**In view of the above, opposer is allowed until thirty days from the mailing date of this order to show cause** why the Board should not treat its failure to file a brief as a concession of the case, failing which a judgment dismissing the notice of opposition with prejudice will be entered against opposer.

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<sup>1</sup> It is further noted opposer has not filed any trial testimony or a notice of reliance. See Trademark Rule 2.132 (a).