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

In the Matter of Trademark Application Serial No. 76/026,184
Mark: **FARM LIVING**
Published in the Official Gazette January 2, 2001

06-16-2003

U.S. Patent & TMO/TM Mail Rpt Dt. #26

REIMAN PUBLICATIONS, LLC,)	
)	
Opposer,)	
)	
)	Opposition No. 91/150,075
)	
FARM LIVING, INC.,)	
)	
Applicant)	

BOX TTAB
NO FEE
Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22022-2513

APPLICANT'S NOTICE OF RELIANCE

In accordance with the provisions of 37 C.F.R. §2.122(e) Applicant hereby files its
Notice of Reliance on the following documents, true copies of which are attached to this Notice:

1. (FA 0202) Applicant's First Set Of Interrogatories To Opposer, numbered 1-32, served on March 15, 2002 to Opposer.
2. (FA 0203) Applicant's First Requests For Admissions to Opposer, numbered 1-119, served on March 15, 2002 to Opposer.
3. (FA 0204) Opposer's Responses To Applicant's First Set Of Interrogatories To Opposer And First Requests For Admissions To Opposer, received by Applicant on April 22, 2002.

4. (FA 0205) Farm Living file wrapper, containing the trademark prosecution history of Applicant.

5. (FA 0217) Farm & Ranch Living file wrapper, containing the trademark prosecution history of Opposer.

6. (FA 0243) U.S. Trademark Application Serial No. 78/087,836, mark AMERICA WEST FARM & RANCH. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party marks for publications.

7. (FA 0244) U.S. Trademark Application Serial No. 78/087,835, mark FARM & RANCH. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

8. (FA 0245) U.S. Trademark Application Serial No. 78,087,834, mark ROCKY MOUNTAIN FARM & RANCH. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

9. (FA 0246) U.S. Trademark Registration No. 1,759,843, mark DELTA FARM PRESS. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

10. (FA 0248) U.S. Trademark Application Serial No. 76,301,786, mark FARM & FIRESIDE. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

11. (FA 0249) U.S. Trademark Registration No. 594,500, mark FARM BUREAU. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

12. (FA 0250) U.S. Trademark Registration No. 1,466,042, mark FARM CHEMICALS INTERNATIONAL. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

13. (FA 0251) U.S. Trademark Registration No. 2,267,625, mark FARM COLLECTOR. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

14. (FA 0252) U.S. Trademark Registration No. 2,020,219, mark FARM COUNTRY TRADER BUY SELL TRADE. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

15. (FA 0254) U.S. Trademark Registration No. 1,680,284, mark FARM EQUIPMENT. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

16. (FA 0256) U.S. Trademark Registration No. 1,446,315, mark FARM FAMILY AMERICA. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

17. (FA 0258) U.S. Trademark Registration No. 1,314,585, mark FARM FORUM. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

18. (FA 0260) U.S. Trademark Registration No. 1,232,695, mark FARM FUTURES.

This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

19. (FA 0262) U.S. Trademark Registration No. 864,736, mark FARM INDSTRY

NEWS. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

20. (FA 0264) U.S. Trademark Registration No. 1,977,733, mark FARM INDSTRY

NEWS. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

21. (FA 0266) U.S. Trademark Registration No. 513,620, mark FARM JOURNAL. This

registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

22. (FA 0268) U.S. Trademark Registration No. 2,310,838, mark FARM PRESS. This

registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

23. (FA 0270) U.S. Trademark Registration No. 2,630,651, mark FARM PRESS. This

registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

24. (FA 0272) U.S. Trademark Registration No. 2,041,657, mark FARM PROFIT. This

registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

25. (FA 0273) U.S. Trademark Registration No. 1,077,852, mark FARM SHOW. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

26. (FA 0275) U.S. Trademark Registration No. 853,260, mark FARM SUPPLIER. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

27. (FA 0277) U.S. Trademark Registration No. 2,223,655, mark FARM SUPPLY RETAILING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

28. (FA 0278) U.S. Trademark Registration No. 1,173,155, mark FARMWEEK. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

29. (FA 0280) U.S. Trademark Registration No. 1,750,112, mark SMALL FARM TODAY. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

30. (FA 0282) U.S. Trademark Registration No. 2,606,503, mark THE NEW FARM. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

31. (FA 0284) U.S. Trademark Application Serial No. 76/220,735, mark WESTERN FARM PRESS. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

32. (FA 0286) U.S. Trademark Application Serial No. 78/202,285, mark RANCH & COAST MAGAZINE. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

33. (FA 0287) U.S. Trademark Application Serial No. 76/459,258, mark GARDEN LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

34. (FA 0288) U.S. Trademark Application Serial No. 75/827,476, mark WHOLE LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

35. (FA 0291) U.S. Trademark Registration No. 2,433,234, mark ALASKA LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

36. (FA 0292) U.S. Trademark Registration No. 2,701,265, mark APARTMENT LIVING GUIDE. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

37. (FA 0294) U.S. Trademark Application Serial No. 76/454,333, mark ASPEN LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

38. (FA 0295) U.S. Trademark Application Serial No. 78/189,139, mark AUTHENTIC LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

39. (FA 0296) U.S. Trademark Application Serial No. 76/489,288, mark BACKYARD LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

40. (FA 0297) U.S. Trademark Registration No. 2,388,470, mark BETTER LIVING MAGAZINE. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

41. (FA 0299) U.S. Trademark Application Serial No. 76/226,827, mark BUDGET LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

42. (FA 0301) U.S. Trademark Registration No. 2,513,470, mark CABIN LIFE, CABIN LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

43. (FA 0302) U.S. Trademark Application Serial No. 76/420,688, mark CAROLINA LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

44. (FA 0303) U.S. Trademark Registration No. 1,483,414, mark CASUAL LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

45. (FA 0304) U.S. Trademark Registration No. 2,394,134, mark CELEBRATED LIVING. This registration is relevant to show common third party use of the words “farm”,

“ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

46. (FA 0305) U.S. Trademark Registration No. 2,233,877, mark COASTAL LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

47. (FA 0306) U.S. Trademark Registration No. 2,100,401, mark COMFORTABLE LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

48. (FA 0307) U.S. Trademark Registration No. 1,497,680, mark CONFIDENT LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

49. (FA 0308) U.S. Trademark Registration No. 2,483,123, mark COOPERATIVE LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

50. (FA 0310) U.S. Trademark Application Serial No. 76/486,487, mark COTTAGE LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

51. (FA 0311) U.S. Trademark Registration No. 2,442,089, mark COUNTRY LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

52. (FA 0312) U.S. Trademark Registration No. 1,136,181, mark CREATIVE LIVING.

This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

53. (FA 0314) U.S. Trademark Registration No. 2,615,850, mark DELICIOUS LIVING.

This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

54. (FA 0316) U.S. Trademark Registration No. 1,458,320, mark EASY LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

55. (FA 0318) U.S. Trademark Application Serial No. 76/083,594, mark EVERYDAY LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

56. (FA 0319) U.S. Trademark Application Serial No. 78/056,790, mark FAMILY LIVING MAGAZINE. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

57. (FA 0320) U.S. Trademark Application Serial No. 78/056,800, mark FAMILY LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

58. (FA 0321) U.S. Trademark Registration No. 2,165,628, mark FLORIDA LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

59. (FA 0322) U.S. Trademark Application Serial No. 76/420,684, mark GEORGIA LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

60. (FA 0323) U.S. Trademark Application Serial No. 75/269,596, mark GRACIOUS LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

61. (FA 0325) U.S. Trademark Application Serial No. 76/466,559, mark HAMPTONS LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

62. (FA 0326) U.S. Trademark Registration No. 1,609,758, mark HOMES & LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

63. (FA 0328) U.S. Trademark Registration No. 2,680,507, mark KENTUCKY LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

64. (FA 0330) U.S. Trademark Application Serial No. 78/174,984, mark LAKE LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

65. (FA 0331) U.S. Trademark Registration No. 2,319,334, mark LIFE & LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

66. (FA 0332) U.S. Trademark Registration No. 1,246,344, mark LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

67. (FA 0334) U.S. Trademark Registration No. 1,666,700, mark LOG HOME LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

68. (FA 0336) U.S. Trademark Application Serial No. 76/426,150, mark LUXURY LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

69. (FA 0337) U.S. Trademark Registration No. 2,313,649, mark MANUFACTURED HOME LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

70. (FA 0339) U.S. Trademark Registration No. 1,709,962, mark MARTHA STEWART LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

71. (FA 0341) U.S. Trademark Registration No. 2,208,568, mark MARTHA STEWART LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

72. (FA 0343) U.S. Trademark Registration No. 2,005,470, mark MATURE LIVING.

This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

73. (FA 0345) U.S. Trademark Registration No. 2,164,672, mark MEN’S LIVING. This

registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

74. (FA 0346) U.S. Trademark Registration No. 2,434,979, mark METROLIVING. This

registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

75. (FA 0347) U.S. Trademark Registration No. 1,036,205, mark MICHIGAN LIVING.

This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

76. (FA 0348) U.S. Trademark Registration No. 1,501,317, mark MIDWEST LIVING.

This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

77. (FA 0349) U.S. Trademark Registration No. 1,804,453, mark MIDWEST LIVING.

This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

78. (FA 0351) U.S. Trademark Registration No. 2,170,725, mark MOUNTAIN LIVING.

This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

79. (FA 0353) U.S. Trademark Application Serial No. 76/334,801, mark NAPA VALLEY LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

80. (FA 0354) U.S. Serial Registration No. 76,454,337, mark NAPLES LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

81. (FA 0355) U.S. Trademark Registration No. 1,972,030, mark ORGANIC LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

82. (FA 0357) U.S. Trademark Registration No. 2,377,971, mark PRIME LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

83. (FA 0358) U.S. Trademark Application Serial No. 76/410,581, mark PSYCHIC LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

84. (FA 0359) U.S. Trademark Application Serial No. 76/316,597, mark RESIDENT LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

85. (FA 0361) U.S. Trademark Application Serial No. 75/853,104, mark RESORT LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

86. (FA 0362) U.S. Trademark Registration No. 2,463,589, mark SANTA FE LIVING.

This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

87. (FA 0364) U.S. Trademark Registration No. 2,107,398, mark SAVVY LIVING. This

registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

88. (FA 0365) U.S. Trademark Registration No. 2,533,897, mark SEA RAY LIVING.

This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

89. (FA 0366) U.S. Trademark Registration No. 2,380,319, mark SENIOR LIVING

RESOURCE MAGAZINE. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

90. (FA 0367) U.S. Trademark Registration No. 2,322,992, mark SENIOR LIVING

GUIDE. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

91. (FA 0369) U.S. Trademark Application Serial No. 76/451,293, mark SENIOR

LIVING GUIDE. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

92. (FA 0370) U.S. Trademark Registration No. 782,602, mark SOUTHERN LIVING.

This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

93. (FA 0372) U.S. Trademark Registration No. 847,643, mark SOUTHERN LIVING.

This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

94. (FA 0373) U.S. Trademark Registration No. 1,322,151, mark SOUTHERN LIVING.

This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

95. (FA 0375) U.S. Trademark Application Serial No. 76/300,557, mark SPA LIVING.

This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

96. (FA 0376) U.S. Trademark Registration No. 2,711,203, mark TENNESSEE LIVING.

This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

97. (FA 0377) U.S. Trademark Registration No. 2,594,873, mark TEXAS HOME & GARDEN LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

98. (FA 0379) U.S. Trademark Registration No. 1,914,917, mark TODAY'S LIVING.

This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

99. (FA 0380) U.S. Trademark Application Serial No. 76/390,357, mark VAIL LIVING.

This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

100. (FA 0381) U.S. Trademark Registration No. 2,665,308, mark VERMONT LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

101. (FA 0382) U.S. Trademark Application Serial No. 76/449,101, mark VIRGINIA LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

102. (FA 0383) U.S. Trademark Registration No. 2,483,553, mark VITAL LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

103. (FA 0384) U.S. Trademark Application Serial No. 76/324,286, mark WEEKEND LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

104. (FA 0385) U.S. Trademark Registration No. 568,050, mark WESTERN LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

105. (FA 0387) U.S. Trademark Registration No. 2,642,493, mark WINE COUNTRY LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

106. (FA 0389) U.S. Trademark Registration No. 2,131,373, mark WOMEN’S LIVING. This registration is relevant to show common third party use of the words “farm”,

“ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

107. (FA 0390) U.S. Trademark Application Serial No. 78/122,011, mark 2ND HOME LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

108. (FA 0391) U.S. Trademark Application Serial No. 75/845,852, mark FAIRWAY LIVING. This application is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications.

109. (FA 0392) U.S. Trademark Registration No. 2,129,641, mark GOLF COURSE LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

110. (FA 0393) U.S. Trademark Registration No. 2,644,711, mark ORGANIC LIVING. This registration is relevant to show common third party use of the words “farm”, “ranch” and/or “living” in third-party registered marks for publications, and to show third-party registration.

111. (FA 0395) U.S. Trademark Registration No. 2,410,330, mark ARTS & CRAFTS. This registration is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in third-party registered marks for publications, and to show third-party registration.

112. (FA 0397) U.S. Trademark Registration No. 2,703,742, mark CRAFTS. This registration is relevant to show registration of a single word mark for a publication where the single word mark is wholly contained in another registered mark (see FA 0395 Registration No.

2,410,330, mark ARTS & CRAFTS) for an unrelated third-party registration for a publication of similar subject matter, and to show third-party registration.

113. (FA 0399) U.S. Trademark Registration No. 0,738,246, mark TRAVEL. This registration is relevant to show registration of a single word mark for a publication where the single word mark is wholly contained in an unrelated third-party publication of similar subject matter (see FA 0476 *TRAVEL & LEISURE*), and to show third-party registration.

114. (FA 0401) U.S. Trademark Registration No. 1,529,693, mark LEISURE. This registration is relevant to show registration of a single word mark for a publication where the single word mark is wholly contained in an unrelated third-party publication of similar subject matter (see FA 0476 *TRAVEL & LEISURE*), and to show third-party registration.

115. (FA 0403) U.S. Trademark Registration No. 2,522,261, mark GUNS & AMMO. This registration is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in third-party registered marks for publications, and to show third-party registration.

116. (FA 0404) U.S. Trademark Registration No. 1,796,173, mark GUNS MAGAZINE. This registration is relevant to show registration of a word mark for a publication where the word “GUNS” is wholly contained in another registered mark (see FA 0403 Registration No. 2,522,261, mark GUNS & AMMO) for an unrelated third-party registration for a publication of similar subject matter, and to show third-party registration.

117. (FA 0406) U.S. Trademark Registration No. 1,432,902, mark HOME & AWAY. This registration is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in third-party registered marks for publications, and to show third-party registration.

118. (FA 0407) U.S. Trademark Registration No. 2,172,055, mark HOUSE & HOME. This registration is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in third-party registered marks for publications, and to show third-party registration.

119. (FA 0408) U.S. Trademark Registration No. 1,606,374, mark HOME. This registration is relevant to show registration of a single word mark for a publication where the single word mark is wholly contained in another registered mark (see FA 0407 Registration No. 2,172,055, mark HOUSE & HOME, and FA 0406 Registration No. 1,432,902, mark HOME & AWAY) for an unrelated third-party registration for a publication of similar subject matter, and to show third-party registration.

120. (FA 0410) U.S. Trademark Registration No. 2,474,690, mark FISH & GAME FINDER. This registration is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in third-party registered marks for publications, and to show third-party registration.

121. (FA 0412) U.S. Trademark Application Serial No. 76/300,294, mark GAME & FISH. This application is relevant to show a word mark for a publication where the words are wholly contained in another registered mark (see FA 0410 Registration No. 2,474,690, mark FISH & GAME FINDER) for an unrelated third-party registration for a publication of similar subject matter.

122. (FA 0413) U.S. Trademark Registration No. 1,240,271, mark MUSCLE & FITNESS. This registration is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in third-party registered marks for publications, and to show third-party registration.

123. (FA 0415) U.S. Trademark Registration No. 2,499,965, mark FITNESS. This registration is relevant to show registration of a single word mark for a publication where the single word mark is wholly contained in another registered mark (see FA 0413 Registration No. 1,240,271, mark MUSCLE & FITNESS) for an unrelated third-party registration for a publication of similar subject matter, and to show third-party registration.

124. (FA 0417) U.S. Trademark Registration No. 0,257,371, mark HOUNDS & HUNTING. This registration is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in third-party registered marks for publications, and to show third-party registration.

125. (FA 0419) U.S. Trademark Application Serial No. 76/471,961, mark ART & ANTIQUES. This application is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in third-party registered marks for publications.

126. (FA 0420) U.S. Trademark Registration No. 0,285,463, mark THE MAGAZINE ANTIQUES. This registration is relevant to show registration of a word mark for a publication where the word “ANTIQUES” is wholly contained in another mark (see FA 0419 Application No. 76/471,961, mark ART & ANTIQUES) for an unrelated third-party application for a publication of similar subject matter.

127. (FA 0422) U.S. Trademark Registration No. 1,776,495, mark CITRUS & VEGETABLE MAGAZINE. This registration is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in third-party registered marks for publications, and to show third-party registration.

128. (FA 0424) U.S. Trademark Registration No. 0,188,718, mark TOWN & COUNTRY. This registration is relevant to show use of the connective ampersand symbol “&”,

or the word “and” to join together words in third-party registered marks for publications, and to show third-party registration.

129. (FA 0426) Certified Copy of State of Wisconsin Registration Filed on December 24, 1986, mark COUNTRY. This registration is relevant to show registration of a single word mark for a publication where the single word mark is wholly contained in another registered mark (see FA 0424 Registration No. 0,188,718, mark TOWN & COUNTRY) for an unrelated third-party registration for a publication of similar subject matter, and to show third-party registration.

130. (FA 0430) U.S. Trademark Registration No. 1,803,247, mark CARIBBEAN TRAVEL & LIFE. This registration is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in third-party registered marks for publications, and to show third-party registration.

131. (FA 0432) U.S. Trademark Registration No. 2,009,571, mark CARIBBEAN LIFE. This registration is relevant to show registration of a mark for a publication where the words are wholly contained in another registered mark (see FA 0430 Registration No. 1,803,247, mark CARIBBEAN TRAVEL & LIFE) for an unrelated third-party registration for a publication of similar subject matter, and to show third-party registration.

132. (FA 0434) January 2001 issue of *Country Living* magazine, a periodical of general circulation published by Hearst Communications, Inc., 224 W. 57th Street, New York, NY 10019. The periodical is relevant to support use and to show common third-party use of the words “farm”, “ranch” and/or “living” in the title of third-party publications.

133. (FA 0435) March-April 2002 issue of *Coastal Living* magazine, a periodical of general circulation published by Southern Progress Corporation, 2100 Lakeshore Drive,

Birmingham, Alabama 35209. The periodical is relevant to support use and to show common third-party use of the words “farm”, “ranch” and/or “living” in the title of third-party publications.

134. (FA 0436) Volume 23 issue of *Texas Farm & Ranch* magazine, a periodical of general circulation published in 2001 by Farm & Ranch Publishing, L.L.C., 50 Briar Hollow Lane, Suite 650E, Houston, Texas 77027. The periodical is relevant to support use and to show common third-party use of the words “farm”, “ranch” and/or “living” in the title of third-party publications.

135. (FA 0437) Volume 6 issue of *Rocky Mountain Farm & Ranch* magazine, a periodical of general circulation published in 2001 by Farm & Ranch Publishing, L.L.C., 7670 Woodway, Suite 195, Houston, Texas 77063. The periodical is relevant to support use and to show common third-party use of the words “farm”, “ranch” and/or “living” in the title of third-party publications.

136. (FA 0438) June 2003 issue of *Martha Stewart Living*, a periodical of general circulation published in 2003 by Martha Stewart Living Omnimedia, 11 West 42nd Street, New York, NY 10036. The periodical is relevant to support use and to show common third-party use of the words “farm”, “ranch” and/or “living” in the title of third-party publications.

137. (FA 0439) June 2003 issue of *Midwest Living*, a periodical of general circulation published in 2003 by Meredith Corporation, 1716 Locust Street, Des Moines, IA 50309-3023. The periodical is relevant to support use and to show common third-party use of the words “farm”, “ranch” and/or “living” in the title of third-party publications.

138. (FA 0440) June/July 2003 issue of *Budget Living*, a periodical of general circulation published in 2003 by Budget Living, LLC, 317 Madison Avenue, New York, NY

10017. The periodical is relevant to support use and to show common third-party use of the words “farm”, “ranch” and/or “living” in the title of third-party publications.

139. (FA 0441) June 2003 issue of *Southern Living*, a periodical of general circulation published in 2003 by Southern Living, Inc., 2100 Lakeshore Drive, Birmingham, AL 35209.

The periodical is relevant to support use and to show common third-party use of the words “farm”, “ranch” and/or “living” in the title of third-party publications.

140. (FA 0442) June/July 2003 issue of *Massage & Bodywork*, a periodical of general circulation published in 2003 by Associated Bodywork & Massage Professionals, Inc., 1271 Sugarbush Drive, Evergreen, CO 80439-9766. The periodical is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

141. (FA 0443) May-June 2003 issue of *Massage*, a periodical of general circulation published in 2003 by Massage Magazine Inc., 1636 W. 1st Avenue, Suite 100, Spokane, WA 99204-0620. The periodical is relevant to show a single word title of a periodical where the single word title is wholly contained in the title of an unrelated third-party publication of similar subject matter (See FA 0442 *Massage & Bodywork*).

142. (FA 0444) June 2003 issue of *Art & Antiques*, a periodical of general circulation published in 2003 by Trans World Publishing, Inc., 2100 Powers Ferry Road, Atlanta, GA 30339. The periodical is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

143. (FA 0445) June 2003 issue of *The Magazine Antiques*, a periodical of general circulation published in 2003 by Brant Publications, Inc., 575 Broadway, New York, NY 10012. The periodical is relevant to show a title of a periodical where the word “Antiques” is wholly

contained in the title of an unrelated third-party publication of similar subject matter (See FA 0444 *Art & Antiques*).

144. (FA 0446) July 2003 issue of *Pool & Spa*, a periodical of general circulation published in 2003 by Manor House Publishing Co., Inc., 860 Pennsylvania Blvd., Feasterville, PA 19053. The periodical is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

145. (FA 0447) May/June 2003 issue of *Spa*, a periodical of general circulation published in 2003 by Islands Media, 6309 Carpinteria Avenue, Carpinteria, CA 93013. The periodical is relevant to show a single word title of a periodical where the single word title is wholly contained in the title of an unrelated third-party publication of similar subject matter (See FA 0446 *Pool & Spa*).

146. (FA 0448) June 2003 issue of *Horse & Rider*, a periodical of general circulation published in 2003 by Primedia Inc., P.O. Box 4101, Golden, CO 80401. The periodical is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

147. (FA 0449) May 2003 issue of *Horse*, a periodical of general circulation published in 2003 by IPC Country & Leisure Media Ltd, King’s reach tower, Stamford Street, London SE1 9LS. The periodical is relevant to show a single word title of a periodical where the single word title is wholly contained in the title of an unrelated third-party publication of similar subject matter (See FA 0448 *Horse & Rider*).

148. (FA 0450) June 2003 issue of *Field & Stream*, a periodical of general circulation published in 2003 by Time4 Media, 2 Park Avenue, New York, NY 10016. The periodical is

relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

149. (FA 0451) June 2003 issue of *The Field*, a periodical of general circulation published in 2003 by IPC Country & Leisure Media Ltd, King’s reach tower, Stamford Street, London SE1 9LS. The periodical is relevant to show a title of a periodical where the word “field” is wholly contained in the title of an unrelated third-party publication of similar subject matter (See FA 0450 *Field & Stream*).

150. (FA 0452) August 2003 issue of *Muscle & Fitness*, a periodical of general circulation published in 2003 by Weider Publications, LLC., 21100 Erwin Street, Woodland Hills, CA 91367. The periodical is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

151. (FA 0453) July 2003 issue of *Fitness*, a periodical of general circulation published in 2003 by Gruner + Jahr USA Publishing, 375 Lexington Avenue, New York, NY 10017. The periodical is relevant to show a single word title of a periodical where the single word title is wholly contained in the title of an unrelated third-party publication of similar subject matter (See FA 0452 *Muscle & Fitness*).

152. (FA 0454) July 2003 issue of *Caribbean Travel & Life*, a periodical of general circulation published in 2003 by World Publications, Inc., 460 N. Orlando Avenue, Suite 200, Winter Park, FL 32789. The periodical is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

153. (FA 0455) June 2003 issue of *Travel +Leisure*, a periodical of general circulation published in 2003 by American Express Publishing Corporation, 1120 Avenue of the Americas,

New York, NY 10036. The periodical is relevant to show use of the connective symbol “+”, or the word “and” to join together words in the title of third-party publications.

154. (FA 0456) June 2003 issue of *Town & Country*, a periodical of general circulation published in 2003 by Hearst Communications, Inc., 1700 Broadway, New York, NY 10019. The periodical is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

155. (FA 0457) July 2003 issue of *Guns Magazine*, a periodical of general circulation published in 2003 by Publisher’s Development Corporation, 591 Camino de la Reina, Suite 200, San Diego, CA 92108. The periodical is relevant to show a title of a periodical where the word “guns” is wholly contained in the title of an unrelated third-party publication of similar subject matter (See FA 0479 *Guns & Ammo*).

156. (FA 0458) June 2003 issue of *B&W*, a periodical of general circulation published in 2003 by Black & White Magazine, 1789 Lyn Road, Arroyo Grande, CA 93420. The periodical is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

157. (FA 0459) July 2003 issue of *Canoe & Kayak*, a periodical of general circulation published in 2003 by Canoe & Kayak, Inc., 10526 NE 68th Street, Suite 3, Kirkland, WA 98033. The periodical is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

158. (FA 0460) Spring 2003 issue of *Fish & Fly*, a periodical of general circulation published in 2003 by Riversong Communications, LLC, 212 West Winesap Road, Suite 204, Bothell WA 98012. The periodical is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

159. (FA 0461) June 2003 issue of *Food & Wine*, a periodical of general circulation published in 2003 by American Express Publishing Corporation, 1120 Avenue of the Americas, New York, NY 10036. The periodical is relevant to show use of the connective ampersand symbol "&", or the word "and" to join together words in the title of third-party publications.

160. (FA 0462) May 2003 issue of *Sight & Sound*, a periodical of general circulation published in 2003 by British Film Institute, 21 Stephen Street, London W1T 1LN. The periodical is relevant to show use of the connective ampersand symbol "&", or the word "and" to join together words in the title of third-party publications.

161. (FA 0463) July 15, 2003 issue of *Rock & Ice*, a periodical of general circulation published in 2003 by Big Stone Publishing, 1101 Village Road, Suite UL-4D, Carbondale, CO 81623. The periodical is relevant to show use of the connective ampersand symbol "&", or the word "and" to join together words in the title of third-party publications.

162. (FA 0464) July 2003 issue of *Road & Track*, a periodical of general circulation published in 2003 by Hachette Filipacchi Media U.S. Inc., 1633 Broadway, New York, NY 10019. The periodical is relevant to show use of the connective ampersand symbol "&", or the word "and" to join together words in the title of third-party publications.

163. (FA 0465) June 2003 issue of *Wine & Spirits*, a periodical of general circulation published in 2003 by Wine & Spirits, 2 West 32nd Street, Suite 601, New York, NY 10001. The periodical is relevant to show use of the connective ampersand symbol "&", or the word "and" to join together words in the title of third-party publications.

164. (FA 0466) July 2003 issue of *Air & Space*, a periodical of general circulation published in 2003 by Smithsonian Business Ventures, MRC 951, P.O. Box 37012, Washington,

DC 20013. The periodical is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

165. (FA 0467) July 2003 issue of *Cowboys & Indians*, a periodical of general circulation published in 2003 by USFRSC Inc., 6688 N. Central Expressway, Suite 650, Dallas, TX 75206. The periodical is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

166. (FA 0468) July 2003 issue of *Car & Driver*, a periodical of general circulation published in 2003 by Hachette Filipacchi Media U.S. Inc., 1633 Broadway, New York, NY 10019. The periodical is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

167. (FA 0469) *Rural Living*, a periodical of general circulation published in January 1998 by A&N Electric Cooperative. The periodical is relevant to show a title of a periodical where title is wholly contained in the title of an unrelated third-party publication of similar subject matter (See FA 0547 *Ranch & Rural Living*).

168. (FA 0470) *Arts & Crafts*, a magazine published by Krause Publications on the internet. The web page attached was printed on May 29, 2003, and is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

169. (FA 0473) *Crafts*, a magazine published by Primedia Magazines on the internet. The web page attached was printed on May 29, 2003, and is relevant to show a single word title of a periodical where the single word title is wholly contained in the title of an unrelated third-party publication of similar subject matter (See FA 0470 *Arts & Crafts*).

170. (FA 0476) *Travel + Leisure*, a magazine published by American Express Publishing Corporation on the internet. The web page attached was printed on June 4, 2003, and is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

171. (FA 0479) *Guns & Ammo*, a magazine published on the internet. The web page attached was printed on June 4, 2003, and is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

172. (FA 0484) *Guns Magazine*, a magazine published by Firearms marketing Group on the internet. The web page attached was printed on June 4, 2003, and is relevant to show a single word of a title of a periodical where a single word of the title is wholly contained in the title of an unrelated third-party publication of similar subject matter (See FA 0479 *Guns & Ammo*).

173. (FA 0488) *Home & Away*, a magazine published by the American Automobile Association on the internet. The web page attached was printed on June 4, 2003, and is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

174. (FA 0492) *Home Magazine*, a magazine published by Home Magazine Publishing Corporation on the internet. The web page attached was printed on June 4, 2003, and is relevant to show a title of a periodical where a single word of the title is wholly contained in the title of an unrelated third-party publication of similar subject matter (See FA 0488 *Home & Away*).

175. (FA 0499) *Fish & Game Finder*, a magazine published by Outdoor Media Group on the internet. The web page attached was printed on June 4, 2003, and is relevant to show use

of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

176. (FA 0504) *Game & Fish Magazine*, a magazine published by Game & Fish Publications on the internet. The web page attached was printed on June 4, 2003, and is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

177. (FA 0510) *Muscle & Fitness*, a magazine published by Weider Publications on the internet. The web page attached was printed on May 29, 2003, and is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

178. (FA 0515) *Fitness*, a magazine published by Gruner + Jahr Printing & Publication Co. on the internet. The web page attached was printed on May 29, 2003, and is relevant to show a single word title of a periodical where the single word title is wholly contained in the title of an unrelated third-party publication of similar subject matter (See FA 0510 *Muscle & Fitness*).

179. (FA 0518) *Hounds & Hunting*, a magazine published by Hounds & Hunting Publishing Co. on the internet. The web page attached was printed on May 29, 2003, and is relevant to show use of the connective ampersand symbol “&”, or the word “and” to join together words in the title of third-party publications.

180. (FA 0523) *Hunting*, a magazine published on the internet. The web page attached was printed on May 29, 2003, and is relevant to show a single word title of a periodical where the single word title is wholly contained in the title of an unrelated third-party publication of similar subject matter (See FA 0518 *Hounds & Hunting*).

181. (FA 0524) *Arts & Antiques*, a magazine published by Transworld Publishing on the internet. The web page attached was printed on May 29, 2003, and is relevant to show use of the connective ampersand symbol "&", or the word "and" to join together words in the title of third-party publications.

182. (FA 0528) *Citrus & Vegetable Magazine*, a magazine published by Vance Publishing Corp. on the internet. The web page attached was printed on May 29, 2003, and is relevant to show use of the connective ampersand symbol "&", or the word "and" to join together words in the title of third-party publications.

183. (FA 0531) *Vegetable*, a magazine published on the internet. The web page attached was printed on May 29, 2003, and is relevant to show a single word title of a periodical where the single word title is wholly contained in the title of an unrelated third-party publication of similar subject matter (See FA 0528 *Citrus & Vegetable Magazine*).

184. (FA 0532) *Town & Country*, a magazine published by Hearst Corp. on the internet. The web page attached was printed on May 29, 2003, and is relevant to show use of the connective ampersand symbol "&", or the word "and" to join together words in the title of third-party publications.

185. (FA 0537) *Country*, a magazine published by Rieman on the internet. The web page attached was printed on June 3, 2003, and is relevant to show a single word title of a periodical where the single word title is wholly contained in the title of an unrelated third-party publication of similar subject matter (See FA 0532 *Town & Country*).

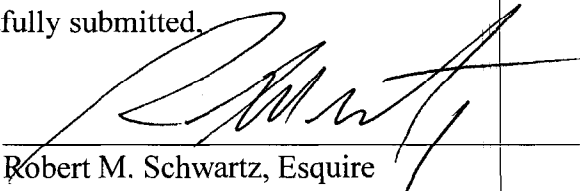
186. (FA 0541) *Caribbean Travel & Life*, a magazine published by World Publications on the internet. The web page attached was printed on June 4, 2003, and is relevant to show use

of the connective ampersand symbol "&", or the word "and" to join together words in the title of third-party publications.

187. (FA 0547) *Ranch & Rural Living*, a magazine published on the internet. The web page attached was printed on May 29, 2003, and is relevant to show use of the connective ampersand symbol "&", or the word "and" to join together words in the title of third-party publications.

188. (FA 0548) *Caribbean Life*, a periodical published by Courier-Life Publications on the internet. The web page attached was printed on June 13, 2003, and is relevant to show a word title of a periodical where the word title is wholly contained in the title of an unrelated third-party publication of similar subject matter (See FA 0541 *Caribbean Travel & Life*).

Respectfully submitted,

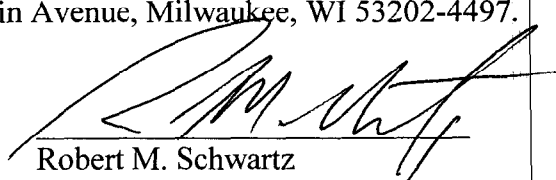


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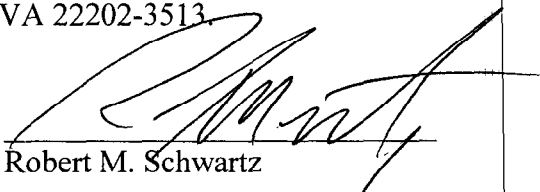
CERTIFICATE OF SERVICE

I HEREBY certify that a true and correct original of Applicant's Notice of Reliance has been served by regular U.S. mail, this 13th day of June, 2003 to Nathan D. Jamison, Esq., Quarles & Brady, LLP, 411 East Wisconsin Avenue, Milwaukee, WI 53202-4497.


Robert M. Schwartz

CERTIFICATE OF MAILING

I CERTIFY that on June 13, 2003, a copy of the foregoing Applicant's Notice of Reliance was sent by regular U.S. mail to Box TTAB, No Fee, Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513.


Robert M. Schwartz