

TTAB

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  
For the Mark: FARM LIVING  
Published in the Official Gazette January 2, 2001

Reiman Publications, LLC.	:	
	:	
Opposer	:	
v.	:	Opposition No. 150,075
	:	
Farm Living, Inc.	:	
	:	
Applicant	:	
	:	



Box TTAB  
NO FEE  
Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

09-15-2003  
U.S. Patent & TMO/c/TM Mail Rpt Dt. #22

RESPONSE TO MOTION TO SUBSTITUTE PARTY AND RE-CAPTION PROCEEDINGS

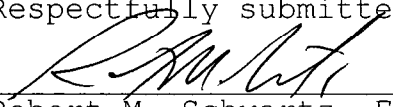
Applicant, Farm Living, Inc., responds to Opposer, Reiman Publications, LLC's Motion to Substitute Party and Re-Caption Proceedings dated August 26, 2003 and states:

1. Opposer's Motion to Substitute was in response to Applicant's letter dated August 12, 2003, which was furnished pursuant to Fed. R. of Civ. P. 17(a).
2. Applicant informed Opposer it would not oppose the Motion to Substitute provided Opposer furnish a letter from Reader's Digest authorizing the substitution.

3. Attached as an Exhibit to this Response is the letter Opposer furnished reflecting Reader's Digest authorization for the substitution.

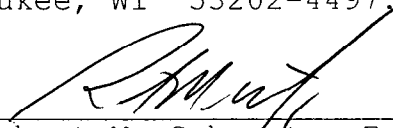
4. In reliance on the attached letter, Applicant does not oppose the Motion to Substitute.

Respectfully submitted,

  
\_\_\_\_\_  
Robert M. Schwartz, Esq.  
Attorney for Applicant:  
Farm Living, Inc.  
200 E. Broward Boulevard  
Suite 1500  
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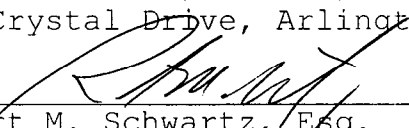
**CERTIFICATE OF SERVICE**

I HEREBY certify that a true and correct copy of Applicant's Response to Motion to Substitute has been served by First-Class mail, postage prepaid, this 11th day of September, 2003, to: Opposer's attorney, Nathan D. Jamison, Esq., Quarles & Brady, LLP, 411 East Wisconsin Avenue, Milwaukee, WI 53202-4497.

  
\_\_\_\_\_  
Robert M. Schwartz, Esq.

**CERTIFICATE OF MAILING**

I CERTIFY that on September 11, 2003 a copy of the foregoing Applicant's Response to Motion to Substitute was sent by U.S. Postal Service, First Class Mail to Box TTAB, No Fee, Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513.

  
\_\_\_\_\_  
Robert M. Schwartz, Esq.

Sent by: RD Legal Department914 244-5390 9142445390;

09/03/03 12:47; JetFax #805;Page 2/2



THE READER'S DIGEST ASSOCIATION, INC.  
READER'S DIGEST ROAD  
PLEASANTVILLE, NY 10570-7100

MARK A. SIROTA  
*Vice President & Associate General Counsel*

TELEPHONE: (914) 244-5206  
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mark\_sirota@rd.com

September 3, 2003

Nathan D. Jamison, Esq.  
Quarles & Brady LLP  
411 East Wisconsin Avenue  
Milwaukee, Wisconsin 53202

Re: Farm Living, Inc.

Dear Nathan,

On May 20, 2002, the assets of Reiman Publications LLC were purchased by The Reader's Digest Association, Inc. They are now owned by Reiman Media Group, Inc., a wholly owned subsidiary of QSP, Inc., which is itself a wholly-owned subsidiary of The Reader's Digest Association, Inc. Quarles & Brady LLP is authorized to represent The Reader's Digest Association, Inc. and any of its subsidiaries, including Reiman Media Group, Inc., in the trademark dispute with Farm Living, Inc.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Mark A. Sirota".