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PATENT & TRADEMARK OFFICE

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

HARD DOLLAR CORPORATION,

Opposer,

vs.

PELLEON, L.P.,

Applicant.

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Opposition No: 91151916

Serial No. 76/148,974

APPLICANT'S ANSWER TO NOTICE OF OPPOSITION

Applicant, Pelleon, L.P., answers the Notice of Opposition of Hard Dollar Corporation as follows:

1. Applicant is without knowledge or belief as to the truth of the allegations of Paragraph 1 of the Notice of Opposition and therefore denies the same.
2. With respect to the allegations in Paragraph 2 of the Notice of Opposition, Applicant only admits that it is the applicant for registration of BID2BUILD, Application Serial No. 76/148,974, which was approved for publication and published in the Official Gazette on February 26, 2002.
3. The allegation in Paragraph 3 of the Notice of Opposition is admitted.
4. The allegations in Paragraph 4 of the Notice is Opposition are admitted.

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5. Applicant is without knowledge or belief as to the truth of the allegations of Paragraph 5 of the Notice of Opposition and therefore denies the same.

6. The allegations of Paragraph 6 of the Notice of Opposition are denied.

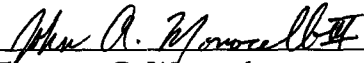
AFFIRMATIVE DEFENSES

7. The allegations of the Notice of Opposition fail to state a claim upon which relief can be granted.

WHEREFORE, Applicant respectfully requests that the subject opposition proceeding be dismissed with prejudice and a registration to Applicant based on Application No. 76/148,974 issue in due course.

Respectfully submitted,

COHEN & GRIGSBY, P.C.



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Counsel for Applicant, Pelleon, L.P.

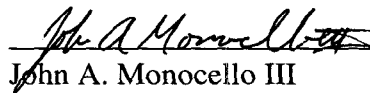
July 31, 2002

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CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the **APPLICANT'S ANSWER TO NOTICE OF OPPOSITION** was sent to Glenn S. Bacal, Heather L. Buchta, Quarles & Brady Streich Lang LLP, Renaissance One, Two North Central Avenue, Phoenix, AZ 85004-2391, by placing the same in the U.S. Mail, postage pre-paid, this 31st day of July, 2002.



John A. Monocello III

CERTIFICATE OF MAILING BY US EXPRESS MAIL

I hereby certify that the documents listed below are being deposited on the date indicated below, with the U.S. Post Office as Express Mail Post Office to Addressee Service in an envelope addressed to:

Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

Box TTAB No Fee

1 Applicant's Answer to Notice of Opposition
1 Return Receipt Card

EXPRESS MAIL LABEL NO. EL 852010760 US

Karin J. Hoover July 31, 2002
Karin J. Hoover Date of Deposit