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Filing date: **02/21/2006**

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

| | |
|------------------------|---|
| Proceeding | 91161320 |
| Party | Defendant MR. GOODCENTS FRANCHISE SYSTEMS, INC. MR. GOODCENTS FRANCHISE SYSTEMS, INC. 8997 Commerce Drive DeSoto, KS 66018 |
| Correspondence Address | ROBERT D. HOVEY HOVEY WILLIAMS LLP 2405 GRAND BOULEVARD, SUITE 400 KANSAS CITY, MO 64108 rdh@hoveywilliams.com,mm@hoveywilliams.com,tlm@hoveywilliams.com |
| Submission | Answer |
| Filer's Name | Robert D. Hovey |
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| Signature | /rdh/ |
| Date | 02/21/2006 |
| Attachments | ANSWER to Opp.pdf (3 pages) |

**UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK TRIAL AND APPEAL BOARD**

| | | |
|---------------------------------------|---|-------------------------|
| Mars, Incorporated |) | |
| |) | Opposition No. 91161320 |
| Opposer, |) | Serial No. 76/519,556 |
| v. |) | |
| |) | |
| Mr. Goodcents Franchise Systems, Inc. |) | |
| |) | |
| Applicant. |) | |

ANSWER TO NOTICE OF OPPOSITION

Applicant, Mr. Goodcents Franchise Systems, Inc. (“Applicant”) in answer to the Notice of Opposition, states as follows:

1. Applicant admits that it has applied to register the character design mark as indicated in Exhibit 1 of the Opposition; Applicant denies the remaining allegations of Paragraph 1.
2. Applicant is without sufficient information to admit or deny the allegations contained in Paragraph 2 of the Notice of Opposition and therefore denies the same.
3. Applicant is without sufficient information to admit or deny the allegations contained in Paragraph 3 of the Notice of Opposition and therefore denies the same.
4. Applicant is without sufficient information to admit or deny the allegations contained in Paragraph 4 of the Notice of Opposition and therefore denies the same.

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5. Applicant is without sufficient information to admit or deny the allegations in Paragraph 5 of the Notice of Opposition and therefore denies the same.

6. Applicant admits that copies of certain registrations are attached as Exhibit 2 to the Opposition. Applicant is without sufficient information to admit or deny the remaining allegations in Paragraph 6 of the Notice of Opposition and therefore denies the same.

7. Applicant is without sufficient information to admit or deny the allegations in Paragraph 7 of the Notice of Opposition and therefore denies the same.

8. Applicant is without sufficient information to admit or deny the allegations in Paragraph 8 of the Notice of Opposition and therefore denies the same, except that Applicant admits that it is offering services bearing its mark to the general public.

9. Applicant denies the allegations contained in Paragraph 9 of the Notice of Opposition.

10. Applicant denies the allegations contained in Paragraph 10 of the Notice of Opposition.

11. Applicant denies the allegations contained in Paragraph 11 of the Notice of Opposition.

12. Applicant denies each and every allegation contained in the Notice of Opposition unless specifically admitted herein.

13. Opposer's Notice of Opposition fails to state a claim upon which relief can be granted.

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WHEREFORE, having fully responded, Applicant prays that the opposition be dismissed and that Applicant's application be allowed to proceed to registration.

Respectfully submitted,
MR. GOODCENTS FRANCHISE SYSTEMS, INC.
(Applicant)

HOVEY WILLIAMS LLP

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ATTORNEYS FOR APPLICANT

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of Answer to Notice of Opposition was mailed, first class, postage prepaid, this 21st day of February, 2006 to the following:

 Erica R. Halstead
Fitzpatrick, Cella, Harper & Scinto
30 Rockefeller Plaza
New York, NY 10112
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ATTORNEYS FOR OPPOSER

 /michael elbein/