

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

In the Matter of Trademark Application Serial No. 78/198682  
For the trademark: OPTIMA  
Published in the Official Gazette on April 12, 2005

KIA MOTORS AMERICA, INC.,


Opposition No. 91166180

Opposer,

v.

BBE SOUND, INC.,

Applicant.

CERTIFICATE OF MAILING
I hereby certify that this document, pursuant to 37 C.F.R. § 1.8, is being deposited today with the United States Postal Service as first class mail, postage prepaid, in an envelope addressed to Box TTAB Commissioner for Trademarks, Washington, D.C. 20231.

Signature
Nancy V. McElrath
Name
Sept. 19, 2005
Date

**APPLICANT'S ANSWER TO  
NOTICE OF OPPOSITION**

Applicant, BBE Sound, Inc. ("BBE"), by and through its undersigned counsel, and pursuant to 37 C.F.R. 2.106 (1990)(hereafter referred to as Trademark Rule 2.106), hereby files its Answer and Affirmative Defenses to Opposition No. 91166180 filed by Kia Motors America, Inc. ("Kia"), and states:

- A. BBE admits the allegations of paragraph A of the Opposition.
- B. For lack of knowledge or information sufficient to form a belief as to the truth of the allegations contained in Paragraph B of the Opposition, BBE denies the same.
- C. BBE denies each and every allegation of Paragraph C of the Opposition.
- D. For lack of knowledge or information sufficient to form a belief as to the truth of the allegations contained in Paragraph D of the Opposition, BBE denies the same.
- E. BBE denies each and every allegation of Paragraph E of the Opposition.



09-21-2005

F. BBE denies each and every allegation of Paragraph F of the Opposition.

WHEREFORE, Applicant prays that the Opposer's Opposition be dismissed and Applicant's application to register its mark be allowed to proceed.

Respectfully submitted,



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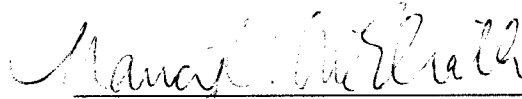
**PROOF OF SERVICE**

I hereby certify that a copy of the foregoing Answer to Notice of Opposition is being deposited today with the United States Postal Service as First Class Mail, postage prepaid, in an envelope addressed to:

**Richard E. Bennett  
Law Office of Richard Bennett  
520 La Guardia Place  
New York, NY 10012-1426**

counsel for the Opposer,

on this 19th day of September, 2005.

  
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Nancy V. McElrath