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Filing date: **10/14/2010**

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

Proceeding	91171182
Party	Defendant Game Show Network, LLC
Correspondence Address	TRADEMARK ADMINISTRATOR KATTEN MUCHIN ROSEMAN LLP 525 W MONROE STREET, SUITE 1900 CHICAGO, IL 60661 UNITED STATES
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	Susan Hwang
Filer's e-mail	ekomen@sheppardmullin.com, shwang@sheppardmullin.com
Signature	/Susan Hwang/
Date	10/14/2010
Attachments	Substitution of Counsel.pdf ( 2 pages )(239995 bytes )

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

Harrah's License Company, LLC,	)	Opposition No. 91171182 (parent case)
	)	91171183
Opposer/Petitioner	)	91171184
	)	Cancellation No. 92046243
vs.	)	
	)	
Game Show Network, LLC	)	
	)	
Applicant/Registrant	)	
	)	

SUBSTITUTION OF COUNSEL FOR APPLICANT/REGISTRANT

Sheppard, Mullin, Richter & Hampton LLP hereby substitutes into the above-identified consolidated proceeding as counsel for Applicant/Registrant Game Show Network, LLC, in lieu of Katten Muchin Roseman LLP.

Applicant/Registrant respectfully requests that the Board address all future correspondence to the undersigned, preferably by e-mail.

October 14, 2010

Respectfully submitted,

SHEPPARD, MULLIN, RICHTER & HAMPTON LLP

By: Edwin Komen  
EDWIN KOMEN

Attorneys for Applicant and Registrant  
GAME SHOW NETWORK, LLC

1300 I Street, NW  
Eleventh Floor East  
Washington, DC 20005  
Telephone: 202-218-0000  
Facsimile: 202-218-0020  
ekomen@sheppardmullin.com

CERTIFICATE OF SERVICE

This is to certify that the foregoing *Substitution of Counsel for Applicant/Registrant* was served this day, October 14, 2010, upon counsel for Opposer/Petitioner and former counsel of record for Applicant/Registrant, by causing a true and correct copy thereof to be deposited in the U.S. Mail, postage prepaid, addressed to the following addresses:

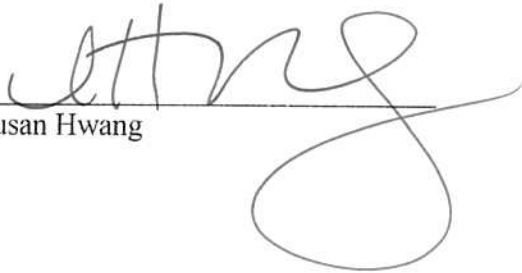
Opposer/Petitioner's counsel:

Jessica E. Jacob, Esq.  
Alston & Bird LLP  
1201 W. Peachtree Street  
Atlanta, Georgia 30309-3424

Applicant/Registrant's former counsel:

Kristin J. Achterhof  
Katten Muchin Rosenman LLP  
525 W. Monroe Street  
Chicago, Illinois 60661-3693

Francie R. Gorowitz, Esq.  
Katten Muchin Rosenman LLP  
2029 Century Park East, Suite 2600  
Los Angeles, California 90067

  
Susan Hwang