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

Proceeding	91172858
Party	Defendant GUARDIAN NEWS AND MEDIA LIMITED
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

GUARDIAN INDUSTRIES CORP. and	)	
GUARDIAN FIBERGLASS, INC.,	)	
	)	
Opposers,	)	Opposition No. 91173902
	)	Application Serial No. 76/280,638
v.	)	Mark: THE GUARDIAN
	)	
GUARDIAN NEWSPAPERS LIMITED,	)	
	)	
Applicant.	)	
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**GUARDIAN INDUSTRIES CORP. AND GUARDIAN FIBERGLASS, INC.'S  
AMENDED CONSENT TO AMEND APPLICATION SERIAL NO. 76/280,638**

On July 16, 2009, Applicant in the captioned proceeding filed Guardian Industries Corp. and Guardian Fiberglass, Inc.'s, Opposers in Opposition No. 91173902 against Application Serial No. 76/280,638, Consent to Amend Application Serial No. 76/280,638, in which they consented to the amendments set forth in Applicant's *Motion on Consent to Amend Application Serial No. 76/280,638* filed with the Trademark Trial and Appeal Board on July 9, 2009, in connection with Opposition No. 91172858.

On July 23, 2009, Michael Adlin, the Interlocutory Attorney in Opposition No. ~~91173902,~~ advised Applicant's counsel by telephone that the amendments set forth in Guardian Industries Corp. and Guardian Fiberglass, Inc.'s Consent to Amend Application Serial No. 76/280,638 could not be entered because such amendments were not identical to the amendments set forth in Applicant's *Motion on Consent to Amend Application Serial No. 76/280,638* filed with the Trademark Trial and Appeal Board on July 9, 2009, in connection with Opposition No. 91172858.

In view of the foregoing, Guardian Industries Corp. and Guardian Fiberglass, Inc. hereby consent to the amendments set forth in Applicant's *Motion on Consent to Amend Application Serial No.*

91172858 (15)

76/280,638 filed with the Trademark Trial and Appeal Board on July 9, 2009, in connection with Opposition No. 91172858, which amends the services in International Class 35 as follows:

Bringing together, for the benefit of others, of a variety of goods and services enabling customers to conveniently view and purchase those goods and/or order such services; the bringing together, for the benefit of others, of a variety of goods and services, through a general merchandise Internet web site, a general merchandise catalogue, newspaper, magazine or brochure by mail order and/or a television shopping channel, enabling customers to conveniently view and purchase those goods or order such services, by means of telecommunications, including ordering such goods/services by an Internet-enabled phone, excluding from all of the foregoing, providing services to customers in the fields of insurance, financial and investment and advisory services to customers in the field of wealth management, accumulation and preservation planning.

Respectfully submitted,

Dated: July 24, 2009

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