

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

In the Matter of Application Serial Number 78824456 and
Application Serial Number 78824477

PPG INDUSTRIES OHIO, INC.

Opposer,

v.

Opposition No. 91175449


PPG DIRECT MERCHANT, INC.

Applicant.

UNITED STATES PATENT AND
TRADEMARK TRIAL AND APPEAL BOARD
PO BOX 1451
ALEXANDRIA VA 22313-1451

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

Applicant, PPG Direct Merchant, Inc. ("Applicant"), for its answer to the Consolidated Notice of Opposition filed by PPG Industries Ohio, Inc. against application for registration of Applicant's trademark PPG and the PPG logo, Serial Numbers 78824456 and 78824477, filed February 27, 2006 and published in the Official Gazette of October 3, 2006, pleads and alleges as follows:


03-14-2007

1. Applicant lacks knowledge or information sufficient to form a belief as to the truth of the allegations stated in paragraph 1, and on that basis denies same.
2. Applicant lacks knowledge or information sufficient to form a belief as to the truth of the allegations stated in paragraph 2, and on that basis denies same.
3. Applicant lacks knowledge or information sufficient to form a belief as to the truth of the allegations stated in paragraph 3, and on that basis denies same.
4. Applicant lacks knowledge or information sufficient to form a belief as to the truth of the allegations stated in paragraph 4, and on that basis denies same.
5. Applicant lacks knowledge or information sufficient to form a belief as to the truth of the allegations stated in paragraph 5, and on that basis denies same.
6. Applicant lacks knowledge or information sufficient to form a belief as to the truth of the allegations stated in paragraph 6, and on that basis denies same.
7. Applicant lacks knowledge or information sufficient to form a belief as to the truth of the allegations stated in paragraph 7, and on that basis denies same.
8. Applicant admits most of the allegations in paragraph 8, however, Applicant denies that Applicant's name is PPG Direct Marketing Inc.
9. Applicant admits the allegations in paragraph 9.
10. Applicant admits the allegations in paragraph 10.
11. Applicant denies the allegations in paragraph 11.
12. Applicant denies the allegations in paragraph 12.
13. Applicant denies the allegations in paragraph 13.
14. Applicant denies the allegations in paragraph 14.
15. Applicant denies the allegations in paragraph 15.
16. Applicant denies the allegations in paragraph 16.

WHEREFORE, Applicant prays that the Notice of Opposition be dismissed in its entirety, and that a registration issue to Applicant for its marks.

Respectfully Submitted,

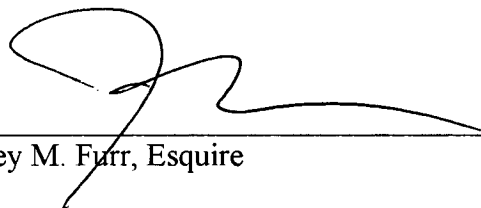


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CERTIFICATE OF MAILING

I hereby certify that this paper is being deposited on the 10th day of March, 2007 with the United States Postal Service in an envelope addressed to:

United States Patent and Trademark Trial and Appeal Board, PO Box 1451, Alexandria, Virginia 22313-1451

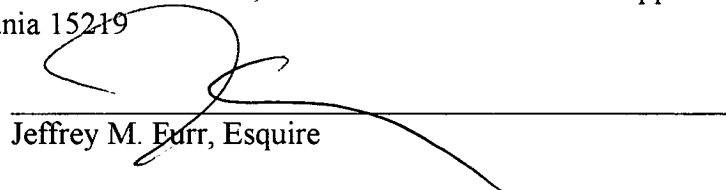


Jeffrey M. Furr, Esquire

CERTIFICATE OF SERVICE

I hereby certify that this paper is being deposited on the 10th day of March with the United States Postal Service in an enveloped addressed to:

John W. McIlvaine, The Webb Law Firm, 436 Seventh Avenue 700 Koppers Building, Pittsburgh, Pennsylvania 15219



Jeffrey M. Furr, Esquire