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Filing date: **03/22/2007**

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

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| Proceeding | 91175653 |
| Party | Defendant L.C. Licensing, Inc. L.C. Licensing, Inc. 1441 Broadway New York, NY 10018 |
| Correspondence Address | GENE BOLMARCICH LIZ CLAIBORNE, INC. 1 CLAIBOURNE AVE # HQ27S NORTH BERGEN, NJ 07047-6499 gene_bolmarcich@liz.com |
| Submission | Answer |
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| Date | 03/22/2007 |
| Attachments | juicy.pdf (4 pages)(23686 bytes) |

27153.003

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

In the Matter of Application Serial No. 78/823,729

Filed: February 27, 2006

For Mark: LOVE G & P JUICY COUTURE BORN IN THE GLAMOROUS USA and Design

Published in the Official Gazette: October 17, 2006

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LANCÔME PARFUMS ET BEAUTE & CIE,

Opposer,

-against-

Opposition No. 91175653

L.C. LICENSING, INC.,

Applicant.

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ANSWER

Applicant, for its answer to the Notice of Opposition filed by Opposer on February 13, 2006, by its attorneys, hereby alleges:

1. Applicant denies knowledge or information sufficient to form a belief as to the truth of the allegations in paragraph 1 of the Notice of Opposition.
2. Applicant denies knowledge or information sufficient to form a belief as to the truth of the allegations in paragraph 2 of the Notice of Opposition.
3. Applicant denies knowledge or information sufficient to form a belief as to the truth of the allegations in paragraph 3 of the Notice of Opposition except admits that Opposer attached as Exhibit A USPTO records of the cited registrations.
4. Applicant denies that each of the cited registrations predates any rights that could be asserted by Applicant in its JUICY COUTURE formative marks and otherwise denies

knowledge or information sufficient to form a belief as to the truth of the remaining allegations in paragraph 4 of the Notice of Opposition.

5. Applicant denies knowledge or information sufficient to form a belief as to the truth of the allegations in paragraph 5 of the Notice of Opposition except admits that Opposer attached as Exhibit B USPTO records of the cited applications.

6. Applicant denies the allegations in paragraph 6 of the Notice of Opposition.

7. Applicant admits that oppositions are pending as to the various referenced marks, denies that each of the referenced applications has priority over Applicant's right in its JUICY COUTURE formative marks, and denies knowledge or information sufficient to form a belief as to the truth of the remaining allegations in paragraph 7 of the Notice of Opposition.

8. Applicant denies knowledge or information sufficient to form a belief as to the truth of the allegations in paragraph 8 of the Notice of Opposition.

9. Applicant admits the allegations in paragraph 9 of the Notice of Opposition.

10. Applicant admits the allegations in paragraph 10 of the Notice of Opposition.

11. Applicant denies the allegations in paragraph 11 of the Notice of Opposition.

12. Applicant denies knowledge or information sufficient to form a belief as to Opposer's beliefs regarding any alleged damage occasioned by the subject application, and otherwise denies the remaining allegations in paragraph 12 of the Notice of Opposition.

13. Applicant denies the allegations in paragraph 13 of the Notice of Opposition.

14. Applicant denies knowledge or information sufficient to form a belief as the allegations in paragraph 14 of the Notice of Opposition.

AFFIRMATIVE AND OTHER DEFENSES

1. Applicant owns U.S. Registration No. 3,194,741 for JUICY COUTURE in block letters in, inter alia, International Class 3, which registration has priority over all but one registration and every application cited by Opposer in the Notice of Opposition.
2. The Notice of Opposition fails to state a claim upon which relief may be granted.

Dated: New York, New York
March 22, 2007

Respectfully submitted,

COWAN, LIEBOWITZ & LATMAN, P.C.
Attorneys For Applicant

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CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the foregoing Answer was served on counsel for opposer by First Class Mail on March 22, 2006 addressed as follows:

Robert L. Sherman, Esq.,
Paul, Hastings, Janofsky & Walker LLP
75 East 55th Street
New York, NY 10022

/Jonathan Z. King/
Jonathan Z. King