

ESTTA Tracking number: **ESTTA161396**

Filing date: **09/07/2007**

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

Proceeding	91178346
Party	Defendant AVID RATINGS COMPANY
Correspondence Address	Mark A. Kassel Foley & Lardner LLP 150 East Gilman Street Madison, WI 53703-1481 UNITED STATES
Submission	Answer
Filer's Name	Tricia L. Schulz
Filer's e-mail	ptomailmilwaukee@foley.com
Signature	/tschulz/
Date	09/07/2007
Attachments	Answer to NOO re AVID.pdf (3 pages)(67874 bytes)

Paragraph 4: Applicant has insufficient knowledge or information as to the truth of the allegations set forth in Paragraph 4 of the Notice of Opposition and, therefore, denies said allegations.

Paragraph 5: Applicant denies the allegations of Paragraph 5.

Paragraph 6: Applicant denies the allegations of Paragraph 6.

Paragraph 7: Applicant denies the allegations of Paragraph 7.

Paragraph 8: Applicant has insufficient knowledge or information as to the truth of Opposer's claim that its marks are well known and famous, and therefore, denies said allegation. Applicant denies the remainder of the allegations set forth in Paragraph 8.

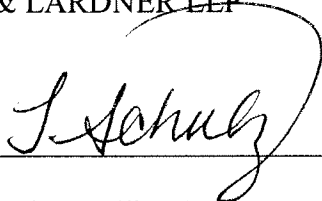
WHEREFORE, Applicant respectfully requests that the Notice of Opposition be dismissed.

Respectfully submitted,

FOLEY & LARDNER LLP

Dated: 9/7/07

By: _____


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777 East Wisconsin Avenue
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Attorneys for Applicant

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

In the Matter of Trademark Appl. Ser. No.: 78/961,632
Mark: AVID
Published: March 6, 2007

AVID CENTER)	
)	
)	
vs.)	Opposition No. 91178346
)	
AVID RATINGS COMPANY)	
)	
)	
Applicant.)	

CERTIFICATE OF SERVICE

I, ARON J. SITAR, hereby certify that a copy of APPLICANT'S ANSWER TO OPPOSER'S NOTICE OF OPPOSITION was deposited with the United States Postal Service as first class mail, postage prepaid, in an envelope addressed to:

Mitchell P. Brook
Luce, Forward, Hamilton & Scripps, LLP
11988 El Camino Real 2nd Floor, Suite 200
San Diego, CA 92130

Dated: 9-7-07

Signed: Arion J. Sitar