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Filing date: **08/27/2007**

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

Proceeding	91178435
Party	Defendant J&J TECHNOLOGY, LLC
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Submission	Answer
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Signature	/jsw/
Date	08/27/2007
Attachments	312398US-Answer.PDF (4 pages)(103323 bytes)

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

DIAL BRANDS HOLDING, INC., Opposer, v. J&J TECHNOLOGY, LLC, Applicant.	Opposition No.: 91/178,435 Serial No.: 76/651,843

APPLICANT'S ANSWER TO NOTICE OF OPPOSITION

Applicant, J&J TECHNOLOGY, LLC, as in for its Answer to the Notice of Opposition of Dial Brands Holding, Inc., responds as follows:

Applicant has insufficient knowledge as to form a belief as to the allegations contained in the preamble to the Notice of Opposition and therefore denies the same leaving Opposer to strict proof thereof; except that Applicant specifically denies that Opposer will be damaged by registration of Applicant's mark RENUIT RESCUE.

1. Applicant has insufficient knowledge to form a belief as to the allegations contained in paragraph 1 of the Notice of Opposition, and therefore denies the same, leaving Opposer to strict proof thereof.

2. Applicant has insufficient knowledge to form a belief as to the allegations contained in paragraph 2 of the Notice of Opposition, and therefore denies the same, leaving Opposer to strict proof thereof; except Applicant admits that Opposer is the listed owner of record for U.S. Registration No. 1,380,041, and that a Section 15 Declaration has been filed and acknowledged in connection with the registration.

3. Applicant has insufficient knowledge to form a belief as to the allegations contained in paragraph 3 of the Notice of Opposition, and therefore denies the same, leaving Opposer to strict proof thereof.

4. Applicant has insufficient knowledge to form a belief as to the allegations contained in paragraph 4 of the Notice of Opposition, and therefore denies the same, leaving Opposer to strict proof thereof.

5. Applicant has insufficient knowledge to form a belief as to the allegations contained in paragraph 5 of the Notice of Opposition, and therefore denies the same, leaving Opposer to strict proof thereof.

6. Applicant has insufficient knowledge to form a belief as to the allegations contained in paragraph 6 of the Notice of Opposition, and therefore denies the same, leaving Opposer to strict proof thereof. Applicant specifically denies that Opposer's RENUZIT mark has become famous.

7. Applicant admits the allegations in paragraph 7 of the Notice of Opposition.

8. Applicant has insufficient knowledge to form a belief as to the allegations contained in paragraph 8 of the Notice of Opposition, and therefore denies the same, leaving Opposer to strict proof thereof.

9. Applicant denies the allegations contained in paragraph 9.

10. Applicant denies the allegations contained in paragraph 10.

11. Applicant denies the allegations contained in paragraph 11.

12. Applicant denies the allegations contained in paragraph 12.

13. Regarding the Prayer for Relief, Applicant denies that Opposer is entitled to such relief.

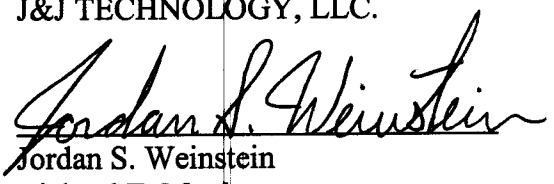
WHEREFORE, Applicant prays that Application Serial No. 76/464,254 be allowed to pass to registration, and that the Opposition be dismissed with prejudice.

Please address all correspondence to **JORDAN S. WEINSTEIN** at the address below.

Respectfully submitted,

J&J TECHNOLOGY, LLC.

Dated: August 27, 2007

By: 

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JSW/RTM/dlb {I:\ATTY\RTM\J & J TECHNOLOGY\RENUZIT OPPOSITION - 312398US\243070-312398US-ANS.DOC}

CERTIFICATE OF SERVICE

I hereby certify that a true copy of the foregoing **APPLICANT'S ANSWER TO NOTICE OF OPPOSITION** was served on counsel for Opposer, this 27th day of August, 2007, by delivering same via First Class Mail, postage prepaid, to:

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