

ESTTA Tracking number: **ESTTA223512**

Filing date: **07/10/2008**

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

Proceeding	91178642
Party	Plaintiff DriveTime Sales and Finance Corporation
Correspondence Address	Doug E. Olson Paul Hastings Janofsky & Walker 3579 Valley Centre Drive San Diego, CA 92130 UNITED STATES prosecutiondocketing@paulhastings.com
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	Brian W. LaCorte
Filer's e-mail	kka@gknet.com
Signature	/Brian W. LaCorte/
Date	07/10/2008
Attachments	Notice of Appear 91178642 Opposition.pdf ( 2 pages )(20606 bytes )

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

DRIVETIME SALES AND FINANCE  
CORPORATION, an Arizona corporation,

Opposer,

v.

AUTONATION HOLDING CORP., a  
Delaware corporation,

Applicant.

In the Matter of:

Serial No.: 77/091,955

For the Mark: Design

Opposition No.: 91178642

**NOTICE OF APPEARANCE OF NEW COUNSEL  
AND RELATED POWER OF ATTORNEY**

Attached is a Power of Attorney with full power of substitution and revocation of all prior powers of attorney, appointing Brian W. LaCorte, of Gallagher & Kennedy, P.A. as the attorney for Opposer in the above-referenced Opposition.

Brian W. LaCorte, Esq., of Gallagher & Kennedy, P.A., hereby gives notice of his appearance in the above-referenced Opposition. The undersigned shall be counsel of record for all proceedings herein. Undersigned counsel respectfully request that copies of all pleadings, orders, and relevant documents concerning this matter be sent to undersigned counsel. Counsel's contact information is as follows:

Brian W. LaCorte  
GALLAGHER & KENNEDY, P.A.  
2575 East Camelback Road  
Phoenix, Arizona 85016-9225  
Direct Phone: (602) 530-8020  
Fax: (602) 530-8500  
[bwl@gknet.com](mailto:bwl@gknet.com)

DATED this 10<sup>th</sup> day of July, 2008.

**GALLAGHER & KENNEDY, P.A.**

By:           /Brian W. LaCorte/          

Brian W. LaCorte  
2575 East Camelback Road  
Phoenix, Arizona 85016-9225  
Attorney for Opposer

**POWER OF ATTORNEY**

Opposer hereby appoints Brian W. LaCorte, Esq. and the law firm of Gallagher & Kennedy, P.A., 2575 East Camelback Road, Phoenix, Arizona 85016, telephone (602) 530-8020, a member of the Bar of the State of Arizona, and members of the firm of Gallagher & Kennedy, P.A., as its attorney(s) with full power of substitution and revocation, to prosecute this Opposition, to register and transact all business in the United States Patent and Trademark Office in connection therewith, and to receive all future correspondence regarding the Opposition proceeding in the attached Notice of Appearance.

DATED this 10<sup>th</sup> day of July, 2008.

DRIVETIME SALES AND FINANCE  
CORPORATION, an Arizona corporation

By: /Jon Ehlinger/

Jon Ehlinger

Its: Secretary and VP of Public Affairs