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

Proceeding	91180159
Party	Plaintiff DriveTime Sales and Finance Corporation
Correspondence Address	Damon L. Boyd Snell & Wilmer LLP One Arizona Center, 400 E. Van Buren Phoenix, AZ 85004-2202 UNITED STATES dboyd@swlaw.com
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	Brian W. LaCorte
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Signature	/Brian W. LaCorte/
Date	01/04/2008
Attachments	Notice of Appearance.pdf (2 pages)(20643 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.

MARK ONE HOLDINGS, LLC, a Florida
Limited Liability Company,

Applicant.

In the Matter of:

Serial No.: 77/080,810

For the Mark: YOU'RE GOOD TO GO

Opposition No.: 91180159

**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 requests 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

DATED this 4th day of January, 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 4th day of January, 2008.

DRIVETIME SALES AND FINANCE
CORPORATION, an Arizona corporation

By: /Jon Ehlinger/

Jon Ehlinger

Its: Secretary and VP of Public Affairs