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

Proceeding	91180687
Party	Defendant MR. HAWAII, INC.
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Date	12/18/2007
Attachments	Scan001 (4).pdf (3 pages)(66109 bytes)

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Rhonda DeLeon

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

Pabst Brewing Company,

Opposer,

vs.

Mr. Hawaii, Inc.,

Applicant.

Opposition No. 91180687

Serial No.: 78/869,062

**NOTICE OF SUBSTITUTION OF LATHAM & WATKINS LLP
AS COUNSEL FOR APPLICANT MR. HAWAII, INC.**

Please take notice that Applicant, Mr. Hawaii, Inc., will no longer be represented in this proceeding by Thomas A. Dirksen, Esq. Mr. Hawaii, Inc. hereby substitutes and appoints as its attorneys in this proceeding Perry J. Viscounty, Stephen T. Fraley and Deborah A. Gubernick, attorneys of the law firm of Latham & Watkins LLP, with offices located at 650 Town Center Drive, Suite 2000, Costa Mesa, California 92626-1925, Telephone: (714) 540-1235, Facsimile: (714) 755-8290.

Mr. Hawaii, Inc. hereby revokes all previous appointments and powers of attorney in connection with the subject opposition. Applicant appoints Latham & Watkins LLP as its attorneys with full power of substitution and revocation to transact all business in the United States Patent and Trademark Office connected herewith.

It is hereby requested that Perry J. Viscounty, Esq. of Latham & Watkins LLP be placed on all mailing lists and that notices of any kind whatsoever be directed to Latham & Watkins LLP.

MR. HAWAII, INC.

Dated: 12-7-07

By: Clarence M. Hara
Name: CLARENCE M. HARA
Title: PRESIDENT

Dated: 12/18/07

LATHAM & WATKINS LLP
Attorneys for Applicant, Mr. Hawaii, Inc.
By: [Signature]
Perry J. Viscounty
Stephen T. Fraley
Deborah A. Gubernick

CERTIFICATE OF SERVICE

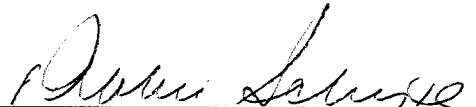
I, Debbie Schuster, hereby certify that I served a true and correct copy of the foregoing **NOTICE OF SUBSTITUTION OF LATHAM & WATKINS LLP AS COUNSEL FOR APPLICANT MR. HAWAII, INC.** by first-class mail upon:

Wendy Brasunas, Esq.
Jones Day
222 E. 41st Street
New York, NY 10017

and

Thomas A. Dirksen, Esq.
2829 Townsgate Road, Suite 320
Westlake Village, CA 91361-3050

on 12/18/07.


Debbie Schuster