

UNITED STATES PATENT AND TRADEMARK OFFICE  
Trademark Trial and Appeal Board  
P.O. Box 1451  
Alexandria, VA 22313-1451

Mailed: July 13, 2010

Opposition No. 91194197

Institut National de l'Origine  
et de la Qualité

v.

Jose Cuervo, S.A. de C.V.

**Millicent Canady, Paralegal Specialist:**

Applicant's consented motion filed June 28, 2010, to extend trial dates, including the deadline for discovery conference is noted.

In applicant's motion, applicant seeks, with an allegation of opposer's consent, time for the parties to negotiate settlement. The parties are reminded that the trademark rules place on the parties a shared responsibility to conference to discuss the scope of the pleadings, the possibility of settlement and planning for disclosures and discovery, as explained in the notice of institution. The Board does not find in applicant's motion good cause to delay the parties' required conference to allow for settlement talks when the parties are required to discuss

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settlement in the conference. See "Miscellaneous Changes to Trademark Trial and Appeal Board Rules," 72 Fed. Reg. 42242, 42245 (Aug. 1, 2007):

If a motion to extend or suspend for settlement talks, arbitration or mediation is not filed prior to answer, then the parties will have to proceed, after the answer is filed, to their discovery conference, one point of which is to discuss settlement. It is unlikely the Board will find good cause for a motion to extend or suspend for settlement if the motion is filed after answer but prior to the discovery conference, precisely because the discovery conference itself provides an opportunity to discuss settlement.

Inasmuch as the circumstances recited in the extension request are not deemed to be extraordinary in nature, the request is denied. Conferencing, disclosure, discovery and trial dates remain as last reset. See Trademark Rule 2.120(a)(2).