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Filing date: **04/12/2011**

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

Proceeding	91195201
Party	Plaintiff The Smiley Company SPRL
Correspondence Address	STEVEN L BARON MANDELL MENKES LLC 333 WEST WACKER DRIVE, SUITE 300 CHICAGO, IL 60606 UNITED STATES sbaron@mandellmenkes.com, nharris@mandellmenkes.com, llavine@mandellmenkes.com
Submission	Motion to Extend
Filer's Name	Steven L. Baron
Filer's e-mail	sbaron@mandellmenkes.com, llavine@mandellmenkes.com, mdavis@mandellmenkes.com
Signature	/Steven L. Baron/
Date	04/12/2011
Attachments	The Smiley Company Motion for Extension of Pending Deadlines - Opposition No. 91195201.pdf (8 pages)(304663 bytes)

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

In the Matter of U.S. Application No. 77/787,600
For: Design featuring two eyes and a smiley mouth enclosed by a circle
Filed: July 23, 2009
Date of Publication: February 2, 2010

THE SMILEY COMPANY SPRL,	)	
	)	
Opposer,	)	
	)	
v.	)	Opposition No. 91195201
	)	
HARVEY BALL SMILE LTD.,	)	
	)	
Applicant.	)	

MOTION FOR EXTENSION OF PENDING DEADLINES

Opposer, The Smiley Company SPRL ("TSC"), by its attorneys, respectfully requests that the Trademark Trial and Appeal Board ("TTAB") extend the pending deadlines for the parties by ninety (90) days. In support of its motion, TSC states as follows:

1. On June 2, 2010, TSC filed an opposition, No. 91195201, against Harvey Ball Smile Ltd. ("Harvey Ball").

2. On June 7, 2010, the TTAB issued a schedule setting forth discovery deadlines for the opposition. A copy of the June 7, 2010 schedule is attached hereto as **Exhibit A**.

3. On November 15, 2010, upon request of TSC, the TTAB granted TSC's Motion to Extend the Deadline for Initial Disclosures.

4. On January 13, 2011, TSC filed its first Motion for Extension of Pending Deadlines.

5. In its Motion, TSC listed three reasons for its extension request. First, Harvey Ball's representatives had informed TSC that Harvey Ball is a Japanese company and its agents

have difficulty speaking English. Second, Harvey Ball informed TSC that it had recently changed leadership and had not designated counsel in the United States or otherwise to represent its interests. Third, the parties were engaged in preliminary discussion to determine whether the matter could be resolved independent of the opposition. As a result of the language barrier, the change in Applicant's leadership, and the parties' preliminary settlement discussions, TSC requested that the TTAB extend all pending deadlines by ninety (90) days.

6. On February 15, 2011, TSC's motion was granted and the pending deadlines were reset. A copy of the February 15, 2011 order and schedule is attached hereto as **Exhibit B**.

7. The parties continue to engage in settlement discussions, and TSC respectfully requests that the TTAB extend all pending deadlines by another ninety (90) days.

8. Neither party will be prejudiced by this short extension.

WHEREFORE, Opposer, The Smiley Company SPRL, prays that the TTAB extend all pending deadlines in Opposition No. 91195201 by ninety (90) days.

Respectfully submitted,

THE SMILEY COMPANY SPRL

Date: April 12, 2011

By: _____
Attorney for Opposer

Steven L. Baron
Lindsay H. LaVine
Mandell Menkes LLC
333 West Wacker Drive, Suite 300
Chicago, IL 60606
(312) 251-1000

Attorneys for Opposer

CERTIFICATE OF SERVICE

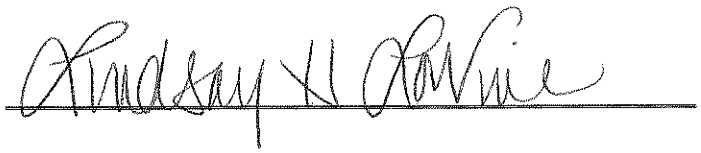
The undersigned, an attorney, certifies that a copy of the foregoing ***Motion for Extension of Pending Deadlines for Opposition No. 91195201*** was served on:

Harvey Ball Smile Limited
#832 Minamimeguroen Bldg 4-6-16
Kamiosaki Shinagawa-ku Tokyo, Japan
141-0021
E-mail: jassinter.inc-jp@dream.com

by electronic mail, and

Koji Yamashita
Harvey Ball Smile Limited
#832 Minamimeguroen Bldg 4-6-16
Kamiosaki Shinagawa-ku Tokyo, Japan
141-0021
Facsimile: 03-5721-1437

by facsimile on April 12, 2011.



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

Mailed: June 7, 2010

Opposition No. 91195201
Serial No. 77787600

JASS INTERNATIONAL
SENYO BLDG 3-6-1 NAKAMEGURO
MEGURO-KU
TOKYO, 153-0061
JAPAN

The Smiley Company SPRL

v.

Harvey Ball Smile Limited

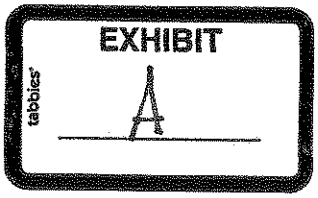
STEVEN L. BARON
MANDELL MENKES LLC
333 W. WACKER DRIVE, SUITE 300
CHICAGO, IL 60606
UNITED STATES

Veronica P. White, Paralegal Specialist:

A notice of opposition to the registration sought by the above-identified application has been filed. A service copy of the notice of opposition was forwarded to applicant (defendant) by the opposer (plaintiff). An electronic version of the notice of opposition is viewable in the electronic file for this proceeding via the Board's TTABVUE system: http://ttabvue.uspto.gov/ttabvue/.

Proceedings will be conducted in accordance with the Trademark Rules of Practice, set forth in Title 37, part 2, of the Code of Federal Regulations ("Trademark Rules"). These rules may be viewed at the USPTO's trademarks page: http://www.uspto.gov/main/trademarks.htm. The Board's main webpage (http://www.uspto.gov/web/offices/dcom/ttab/) includes information on amendments to the Trademark Rules applicable to Board proceedings, on Alternative Dispute Resolution (ADR), Frequently Asked Questions about Board proceedings, and a web link to the Board's manual of procedure (the TBMP).

Plaintiff must notify the Board when service has been ineffective, within 10 days of the date of receipt of a returned service copy or the date on which plaintiff learns that service has been ineffective. Plaintiff has no subsequent duty to investigate the defendant's whereabouts, but if plaintiff by its own voluntary investigation or through any other means discovers a newer correspondence address for the



defendant, then such address must be provided to the Board. Likewise, if by voluntary investigation or other means the plaintiff discovers information indicating that a different party may have an interest in defending the case, such information must be provided to the Board. The Board will then effect service, by publication in the Official Gazette if necessary. *See* Trademark Rule 2.118. In circumstances involving ineffective service or return of defendant's copy of the Board's institution order, the Board may issue an order noting the proper defendant and address to be used for serving that party.

Defendant's ANSWER IS DUE FORTY DAYS after the mailing date of this order. (*See* Patent and Trademark Rule 1.7 for expiration of this or any deadline falling on a Saturday, Sunday or federal holiday.) **Other deadlines the parties must docket or calendar are either set forth below (if you are reading a mailed paper copy of this order) or are included in the electronic copy of this institution order viewable in the Board's TTABVUE system at the following web address:** http://ttabvue.uspto.gov/ttabvue/.

Defendant's answer and any other filing made by any party must include proof of service. *See* Trademark Rule 2.119. **If they agree to, the parties may utilize electronic means, e.g., e-mail or fax, during the proceeding for forwarding of service copies.** *See* Trademark Rule 2.119(b)(6).

The parties also are referred in particular to Trademark Rule 2.126, which pertains to the form of submissions. **Paper submissions, including but not limited to exhibits and transcripts of depositions, not filed in accordance with Trademark Rule 2.126 may not be given consideration or entered into the case file.**

Time to Answer	7/17/2010
Deadline for Discovery Conference	8/16/2010
Discovery Opens	8/16/2010
Initial Disclosures Due	9/15/2010
Expert Disclosures Due	1/13/2011
Discovery Closes	2/12/2011
Plaintiff's Pretrial Disclosures	3/29/2011
Plaintiff's 30-day Trial Period Ends	5/13/2011
Defendant's Pretrial Disclosures	5/28/2011
Defendant's 30-day Trial Period Ends	7/12/2011
Plaintiff's Rebuttal Disclosures	7/27/2011
Plaintiff's 15-day Rebuttal Period Ends	8/26/2011

As noted in the schedule of dates for this case, the parties are required to have a conference to discuss: (1) the nature of and basis for their respective claims and defenses, (2) the possibility of settling the case or at least narrowing the scope of claims or defenses, and (3) arrangements relating to disclosures, discovery and introduction of evidence at trial, should the parties not agree to settle the case. *See* Trademark Rule 2.120(a)(2). Discussion of the first two of these

three subjects should include a discussion of whether the parties wish to seek mediation, arbitration or some other means for resolving their dispute. Discussion of the third subject should include a discussion of whether the Board's Accelerated Case Resolution (ACR) process may be a more efficient and economical means of trying the involved claims and defenses. Information on the ACR process is available at the Board's main webpage. Finally, if the parties choose to proceed with the disclosure, discovery and trial procedures that govern this case and which are set out in the Trademark Rules and Federal Rules of Civil Procedure, then they must discuss whether to alter or amend any such procedures, and whether to alter or amend the Standard Protective Order (further discussed below). Discussion of alterations or amendments of otherwise prescribed procedures can include discussion of limitations on disclosures or discovery, willingness to enter into stipulations of fact, and willingness to enter into stipulations regarding more efficient options for introducing at trial information or material obtained through disclosures or discovery.

The parties are required to conference in person, by telephone, or by any other means on which they may agree. A Board interlocutory attorney or administrative trademark judge will participate in the conference, upon request of any party, provided that such participation is requested no later than ten (10) days prior to the deadline for the conference. *See* Trademark Rule 2.120(a)(2). The request for Board participation must be made through the Electronic System for Trademark Trials and Appeals (ESTTA) or by telephone call to the interlocutory attorney assigned to the case, whose name can be found by referencing the TTABVUE record for this case at http://ttabvue.uspto.gov/ttabvue/. The parties should contact the assigned interlocutory attorney or file a request for Board participation through ESTTA only after the parties have agreed on possible dates and times for their conference. Subsequent participation of a Board attorney or judge in the conference will be by telephone and the parties shall place the call at the agreed date and time, in the absence of other arrangements made with the assigned interlocutory attorney.

The Board's Standard Protective Order is applicable to this case, but the parties may agree to supplement that standard order or substitute a protective agreement of their choosing, subject to approval by the Board. The standard order is available for viewing at: http://www.uspto.gov/web/offices/dcom/ttab/tbmp/stndagmnt.htm. Any party without access to the web may request a hard copy of the standard order from the Board. The standard order does not automatically protect a party's confidential information and its provisions must be utilized as needed by the parties. *See* Trademark Rule 2.116(g).

Information about the discovery phase of the Board proceeding is available in chapter 400 of the TBMP. By virtue of amendments to the Trademark Rules effective November 1, 2007, the initial disclosures and expert disclosures scheduled during the discovery phase are required only in cases commenced on or after that date. The TBMP has not yet been amended to include information on these disclosures and the parties are referred to the August 1, 2007 Notice of Final Rulemaking (72 Fed. Reg. 42242) posted on the Board's webpage. The deadlines for pretrial disclosures included in the trial phase of the schedule for this case also resulted from the referenced amendments to the Trademark Rules, and also are discussed in the Notice of Final Rulemaking.

The parties must note that the Board allows them to utilize telephone conferences to discuss or resolve a wide range of interlocutory matters that may arise during this case. In addition, the assigned interlocutory attorney has discretion to require the parties to participate in a telephone conference to resolve matters of concern to the Board. *See* TBMP § 502.06(a) (2d ed. rev. 2004).

The TBMP includes information on the introduction of evidence during the trial phase of the case, including by notice of reliance and by taking of testimony from witnesses. *See* TBMP §§ 703 and 704. Any notice of reliance must be filed during the filing party's assigned testimony period, with a copy served on all other parties. Any testimony of a witness must be both noticed and taken during the party's testimony period. A party that has taken testimony must serve on any adverse party a copy of the transcript of such testimony, together with copies of any exhibits introduced during the testimony, within thirty (30) days after the completion of the testimony deposition. *See* Trademark Rule 2.125.

Briefs shall be filed in accordance with Trademark Rules 2.128(a) and (b). An oral hearing after briefing is not required but will be scheduled upon request of any party, as provided by Trademark Rule 2.129.

If the parties to this proceeding are (or during the pendency of this proceeding become) parties in another Board proceeding or a civil action involving related marks or other issues of law or fact which overlap with this case, they shall notify the Board immediately, so that the Board can consider whether consolidation or suspension of proceedings is appropriate.

ESTTA NOTE: For faster handling of all papers the parties need to file with the Board, the Board strongly encourages use of electronic filing through the Electronic System for Trademark Trials and Appeals (ESTTA). Various electronic filing forms, some of which may be used as is, and others which may require attachments, are available at http://estta.uspto.gov.

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

Mailed: February 15, 2011

Opposition No. 91195201

The Smiley Company SPRL

v.

Harvey Ball Smile Limited

Veronica P. White, Paralegal Specialist:

Opposer's motion (filed January 13, 2011) to extend expert disclosure, discovery and trial dates for ninety days is granted as conceded. Trademark Rule 2.127(a).

Such dates are reset as follows:

Expert Disclosures Due	4/13/2011
Discovery Closes	5/13/2011
Plaintiff's Pretrial Disclosures	6/27/2011
Plaintiff's 30-day Trial Period Ends	8/11/2011
Defendant's Pretrial Disclosures	8/26/2011
Defendant's 30-day Trial Period Ends	10/10/2011
Plaintiff's Rebuttal Disclosures	10/25/2011
Plaintiff's 15-day Rebuttal Period Ends	11/24/2011

In each instance, a copy of the transcript of testimony together with copies of documentary exhibits, must be served on the adverse party within thirty days after completion of taking of testimony. Trademark Rule 2.125.

Briefs shall be filed in accordance with Trademark Rule 2.128(a) and (b). An oral hearing will be set only upon request filed as provided by Trademark Rule 2.129.