

ESTTA Tracking number: **ESTTA447809**

Filing date: **12/22/2011**

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

Proceeding	91202532
Party	Defendant Bingo Blitz LLC
Correspondence Address	Carl C. Butzer Jackson Walker L.L.P. 901 Main Street, Suite 6000 Dallas, TX 75202 cbutzeripdocket@jw.com
Submission	Answer
Filer's Name	Carl C. Butzer
Filer's e-mail	cbutzeripdocket@jw.com
Signature	/Carl C. Butzer./
Date	12/22/2011
Attachments	BingoBlitzOppAnswer.pdf (4 pages)(28496 bytes)

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

In the Matter of Trademark Application No. 85/139,946
For the mark BINGO BLITZ B7
Date Filed: September 28, 2010

GAME SHOW NETWORK, LLC,	§	
	§	
Opposer,	§	Opposition No. 91202532
	§	
v.	§	
	§	
BINGO BLITZ LLC	§	
	§	
Applicant.	§	

United States Patent and Trademark Office
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, Virginia 22313-1451

Filed electronically via ESTTA system
on December 23, 2011.

 s/ Shannon Zmud Teicher
Shannon Zmud Teicher

ANSWER TO NOTICE OF OPPOSITION

Applicant, Bingo Blitz LLC, through its undersigned counsel, hereby answers the Notice of Opposition filed by Opposer, Game Show Network, LLC, by reference to the numbered paragraphs of the Notice of Opposition as follows:

1. Applicant is without sufficient knowledge or information to form a belief as to the truth of the allegations of paragraph 1 and therefore denies them.
2. Applicant is without sufficient knowledge or information to form a belief as to the truth of the allegations of paragraph 2 and therefore denies them.

3. Applicant admits that Opposer filed an application having Serial No. 85/413,478. Applicant is without sufficient knowledge or information to form a belief as to the truth of the remaining allegations of paragraph 3 and therefore denies them.

4. Applicant admits it seeks to register BINGO BILTZ B7 for “providing online video games” with a date of first use at least as early as January 1, 2010. Applicant is without sufficient knowledge or information to form a belief as to the truth of the remaining allegations of paragraph 4 and therefore denies them.

5. Applicant denies the allegations of paragraph 5.

6. Applicant denies the allegations of paragraph 6.

AFFIRMATIVE DEFENSES AND OTHER DEFENSES

7. There is no likelihood of confusion between Opposer’s asserted mark and Applicant’s mark.

8. Opposer’s claims are barred, in whole or in part, by the equitable doctrines of laches, estoppel and acquiescence.

9. Opposer fails to state a claim upon which relief can be granted.

WHEREFORE, Applicant requests that this opposition be denied, that Application Serial No. 85/139,946 proceed to registration, and that Applicant be awarded all other relief to which it may be entitled.

Respectfully submitted,

s/ Shannon Zmud Teicher

Carl C. Butzer
Shannon Zmud Teicher
JACKSON WALKER LLP
901 Main Street, Suite 6000
Dallas, Texas 75202
(214) 953-5902
(214) 953-5822 (fax)
Attorneys for Applicant

CERTIFICATE OF SERVICE

This is to certify on this the 23rd day of December, 2011, that a true and correct copy of the foregoing ANSWER TO NOTICE OF OPPOSITION was served upon Opposer via Certified Mail RRR as follows:

Counsel for Opposer

Kristin J. Achterhof
Breighanne A. Eggert
Katten Muchin Rosenman LLP
525 West Monroe Street
Chicago, IL 60661

s/ Shannon Zmud Teicher
Shannon Zmud Teicher