

ESTTA Tracking number: **ESTTA487416**

Filing date: **08/06/2012**

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

Proceeding	91203286
Party	Defendant Tech 4 Kids Inc.
Correspondence Address	STUART E BENSON MANELLI SELTER PLLC 2000 M STREET NW, SUITE 700 WASHINGTON, DC 20036 UNITED STATES sbenson@mdslaw.com
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	Thomas P. Arden
Filer's e-mail	thomas.arden@hklaw.com
Signature	/Thomas P. Arden/
Date	08/06/2012
Attachments	Noticeofappearance.pdf (3 pages)(12503 bytes)

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

PILOT CORPORATION OF AMERICA,)	
)	
Opposer,)	
)	
v.)	Opposition No. 91203286
)	
TECH 4 KIDS, INC.,)	
)	
Applicant.)	

NOTICE OF APPEARANCE OF ATTORNEYS FOR APPLICANT

Applicant, Tech 4 Kids, Inc., hereby designates the following attorneys to represent it in this proceeding, to receive notice or process in this proceeding, and to file papers on Applicant's behalf:

Thomas P. Arden
Holland & Knight LLP
131 South Dearborn Street
30th Floor
Chicago, Illinois 60603
(312) 715-5713
thomas.arden@hklaw.com

Christopher J. Bischoff
Bischoff & Associates, Ltd.
1650 Payne Street
Evanston, IL 60201
(847) 491-9800
chris@trademarksearch.com

Respectfully submitted,

HOLLAND & KNIGHT LLP

By: /Thomas P. Arden/
Thomas P. Arden
HOLLAND & KNIGHT LLP
131 South Dearborn Street, 30th Floor
Chicago, Illinois 60603
(312) 263-3600 (telephone)
(312) 578-6666 (facsimile)
thomas.arden@hklaw.com
Attorneys for Applicant

CERTIFICATE OF SERVICE

I, Thomas P. Arden, hereby certify that a copy of the foregoing Notice of Appearance of Attorneys for Applicant was served upon Edmund J. Ferdinand, III, Esq., Jeffers Cowherd P.C., 55 Walls Drive, Fairfield, Connecticut 06824, Email: Jferdinand@jeffers-law.com, this 6th day of August, 2012, via first class mail, prepaid.

/Thomas P. Arden

#11439012_v1