

ESTTA Tracking number: **ESTTA467514**

Filing date: **04/17/2012**

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

Proceeding	91203653
Party	Plaintiff PRL USA Holdings, Inc.
Correspondence Address	G ROXANNE ELINGS GREENBERG TRAURIG LLP 200 PARK AVENUE FLOOR 14 NEW YORK, NY 10166-1400 UNITED STATES nytmdkt@gtlaw.com, elingsr@gtlaw.com, falbyo@gtlaw.com, biancoc@gtlaw.com
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	Scott Gelin
Filer's e-mail	nytmdkt@gtlaw.com, gelins@gtlaw.com, linkerg@gtlaw.com
Signature	/sg/
Date	04/17/2012
Attachments	3653.pdf (2 pages)(9878 bytes)

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

PRL USA Holdings, Inc., a Delaware
corporation,

Opposer,

v.

Moshe Bouskila, an individual, a citizen of
the United States of America,

Applicant.

OPPOSITION NO. 91203653

SERIAL NO. 85275237

MARK: MAX LAUREN

NOTICE OF APPEARANCE OF COUNSEL

Please take notice that Scott Gelin of Greenberg Traurig LLP, hereby enters his appearance as counsel for PRL USA Holdings, Inc. Please direct all correspondence to the address provided below.

Respectfully Submitted,

Dated: April 17, 2012

/sg/

Scott Gelin
Greenberg Traurig LLP
200 Park Avenue
New York, NY 10166
(212) 801-9200

Counsel for PRL USA Holdings, Inc.

CERTIFICATE OF FILING AND SERVICE

The undersigned hereby certifies that a true copy of the foregoing Notice of Appearance of Counsel is being filed electronically with the United States Patent and Trademark Office Trademark Trial and Appeals Board and being served by first class mail, postage prepaid, on April 17, 2012, on the following:

Mark M. Friedman
Dr. Mark Friedman Ltd.
7 Jabotinsky St Moshe Aviv Tower 54th Floor
Ramat Gan, 52520
ISRAEL

/gl/

Grace Linker
Sr. Trademark Paralegal