

ESTTA Tracking number: **ESTTA531517**

Filing date: **04/10/2013**

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

Proceeding	91204211
Party	Defendant MICHAEL JASON BENDINELLI
Correspondence Address	ANGELA ALVAREZ SUJEK BODMAN PLC 201 SOUTH DIVISION STREET, SUITE 400 ANN ARBOR, MI 80222-4508 UNITED STATES ASujek@bodmanlaw.com
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	Aaron Israels
Filer's e-mail	israelspc@gmail.com
Signature	/Aaron Israels/
Date	04/10/2013
Attachments	appear 91204211.pdf (2 pages)(55328 bytes)

UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK TRIAL AND APPEALS BOARD

In the Matter of Application Serial No. 85/351051
Filed June 20, 2011
For the Service Mark: BACK TO THE ROOTS
Published in the Official Gazette on November 8, 2011

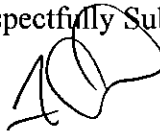
_____)	
B.T.T.R. Ventures, LLC,)	Opposition No. 91204211
)	
Opposer,)	
)	
v.)	
)	
Michael Jason Bendinelli,)	
)	
Applicant.)	
_____)	

APPEARANCE OF COUNSEL

Aaron Israels, of the law firm Aaron Israels, P.C., hereby enters his Appearance on behalf of Michael Jason Bendinelli.

Dated: April 10, 2013

Respectfully Submitted,



Aaron Israels
Aaron Israels, P.C.
Attorney for Applicant
4155 E. Jewell Ave., Ste. 502
Denver, Colorado 80222
t: (303) 268-3991
f: (303) 268-3996
israelsplc@gmail.com

CERTIFICATE OF SERVICE

The undersigned certifies that a copy of this Appearance was served on the following

Michael Jason Bendinelli
103 Shoreview Rd.
Chelsea, Michigan 48118

Ms. Dawn Newton, Esq.
Fitzgerald, Abbott & Beardsly
1220 Broadway, 21st Floor
Oakland, California 94612

Angela Sujek
201 S. Division St., Ste. 400
Ann Arbor, Michigan 48104

via U.S.P.S. first class mail on April 10th, 2012.

Dated: April 10, 2013

Respectfully Submitted,



Aaron Israel
Aaron Israel, P.C.
Attorney for Applicant
4155 E. Jewell Ave., Ste. 502
Denver, Colorado 80222
t: (303) 268-3991
f: (303) 268-3996
israelsplc@gmail.com