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

Proceeding	91209607
Party	Plaintiff Genesco Brands, Inc.
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Date	01/31/2014
Attachments	Genesco v. Sellmark_ Motion to Substitute.pdf(22599 bytes)

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

GENESCO BRANDS, LLC, previously)
known as GENESCO BRANDS, INC.)
)
Opposer,)
)
v.) Serial No.: 85/637,087
) Opposition No. 91209607
)
SELLMARK CORPORATION)
)
)
Applicant.)

**REQUEST TO SUBSTITUTE, OR IN THE ALTERNATIVE, TO JOIN
GENESCO BRANDS, LLC**

Pursuant to Trademark Rule 512, Opposer requests that Genesco Brands, LLC be substituted for Genesco Brands, Inc., the current opposer of record.

Genesco Brands, Inc. has changed its name to Genesco Brands, LLC. That change of name was recorded against the two registrations at issue in this matter, Registration Nos. 2,054,259 and 3,232,063 on December 13, 2013. *See* Reel/Frame 5173/0237.

Accordingly, as the actual and record owner of Registration Nos. 2,054,259 and 3,232,063, Genesco Brands, LLC requests that it be substituted for Genesco Brands, Inc. in this action and the caption be amended to reflect the assignment and substitution. In the alternative, Opposer requests that Genesco Brands, LLC be joined as a party.

Date: January 31, 2014

Respectfully Submitted:

/Nichole Davis Chollet/
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CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence is being filed electronically through the U.S. Patent and Trademark Office's ESTTA system on January 31, 2014.

/Louie W. Crumbley/
Kilpatrick Townsend & Stockton LLP

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CERTIFICATE OF SERVICE

This is to certify that the foregoing Request To Substitute, or in the Alternative, To Join Genesco Brands, LLC was served on counsel for applicant by depositing a true and correct copy in the first class mail, postage pre-paid, addressed as follows, with a courtesy copy sent by e-mail:

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This 31st day of January, 2014.

/Louie W. Crumbley/
Kilpatrick Townsend & Stockton LLP