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Filing date: **09/24/2013**

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

| | |
|---------------------------|------------------------------------------------------------------------------------------------------------------|
| Proceeding | 91212375 |
| Party | Defendant JAMM Industries Corp. |
| Correspondence Address | EDWARD R. SCHWARTZ CHRISTIE, PARKER & HALE, LLP PO BOX 29001 GLENDALE, CA 91209-9001 pto@cph.com |
| Submission | Answer |
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| Signature | /Edward R. Schwartz/ |
| Date | 09/24/2013 |
| Attachments | Answer to Opposition.pdf(34395 bytes) |

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

| | |
|---------------------------------------|--------------------------------------------------------------------------------|
| THRESHOLD ENTERPRISES, INC. | Opposition No. 91212375 |
| v. | ANSWER TO NOTICE OF OPPOSITION |
| JAMM INDUSTRIES CORP. DBA BORDEAUX | Mark: UNLEASH YOUR LIFE FORCE Ser. No. 85/746,174 Filed: October 4, 2012 |
| Opposer, | |
| Applicant. | |

Applicant JAMM Industries Corp. dba Bordeaux ("JAMM") responds to the allegations contained in the Notice of Opposition ("Notice") as follows:

1. JAMM admits the allegations contained in Paragraph 1 of the Notice.
2. JAMM admits the allegations contained in Paragraph 2 of the Notice.
3. JAMM is without knowledge or information sufficient to form a belief as to the allegations contained in Paragraph 3 of the Notice and therefore denies same.
4. JAMM is without knowledge or information sufficient to form a belief as to the allegations contained in Paragraph 4 of the Notice and therefore denies same.
5. JAMM is without knowledge or information sufficient to form a belief as to the allegations contained in Paragraph 5 of the Notice and therefore denies same.
6. JAMM is without knowledge or information sufficient to form a belief as to the allegations contained in Paragraph 6 of the Notice and therefore denies same.
7. JAMM admits the allegations contained in Paragraph 7 of the Notice.
8. JAMM denies the allegations contained in Paragraph 8 of the Notice.
9. JAMM denies the allegations contained in Paragraph 9 of the Notice.

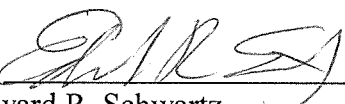
Docket No. 110.2*1/J269

WHEREFORE, Applicant JAMM Industries Corp. prays that this Opposition be denied and that Application Serial No. 85/746,174 proceed to registration.

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

Date: September 24, 2013

By 
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CERTIFICATE OF TRANSMISSION AND SERVICE

I certify that on September 24, 2013, the foregoing ANSWER TO NOTICE OF OPPOSITION is being electronically transmitted for filing to the:

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

I further certify that on September 24, 2013, a true and copy of the foregoing ANSWER TO NOTICE OF OPPOSITION is being served by mailing a copy thereof by first-class mail addressed to:

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