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Filing date: **11/11/2013**

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

Proceeding	91212800
Party	Defendant DIRECTELEMATICS, LLC
Correspondence Address	DIRECTELEMATICS, LLC DIRECTELEMATICS, LLC 601 CROSS TIMBERS RD STE 118-711 FLOWER MOUND, TX 75028-1397 texasaggieproud@yahoo.com
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	Matthew H. Swyers
Filer's e-mail	mswyers@thetrademarkcompany.com
Signature	/Matthew H. Swyers/
Date	11/11/2013
Attachments	Appearance of Counsel.pdf(160292 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
The Trademark Trial and Appeal Board**

Serial No. 85/679,730
For the mark DIRECTELEMATICS

DEI HEADQUARTERS, INC.,	:	
	:	
Opposer,	:	
	:	
vs.	:	Opposition No. 91212800
	:	
DIRECTELEMATICS, LLC,	:	
	:	
Applicant.	:	

APPEARANCE OF COUNSEL

COMES NOW Applicant, Directelematics, LLC and hereby requests that the United States Patent and Trademark Office and, specifically, The Trademark Trial and Appeal Board recognize Applicant's new power of attorney in Matthew H. Swyers, Esquire, The Trademark Company, PLLC, 344 Maple Ave., West, Suite 151, Vienna, VA 22180, (800) 906-8626

The Applicant requests that all correspondence in this matter henceforth be sent to:

Matthew H. Swyers, Esquire
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Tel. (800) 906-8626
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mswyers@TheTrademarkCompany.com

Communication via email with The Trademark Company, PLLC via the above-referenced email addressed is hereby expressly authorized. All previous powers of attorney are hereby revoked.

Respectfully submitted this 11th day of November, 2013.

THE TRADEMARK COMPANY, PLLC

/Matthew H. Swyers/

Matthew H. Swyers, Esq.

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Counsel for Applicant

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DIRECTELEMATICS, LLC,	:	
	:	
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CERTIFICATE OF SERVICE

I HEREBY CERTIFY that I caused a copy of the foregoing this 11th day of November, 2013 to be served, via first class mail, postage prepaid, upon:

Crystal Biggs, Esq.
DEI Headquarters, Inc.
One Viper Way
Vista, CA 92081

/Matthew H. Swyers/
Matthew H. Swyers