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Filing date: **11/08/2017**

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

Proceeding	91216503
Party	Plaintiff Sturgis Motorcycle Rally, Inc.
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Submission	Response to Board Order/Inquiry
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Signature	/Jason M. Sneed/
Date	11/08/2017
Attachments	2017-11-08 Response to Board Order - LEGENDARY STURGIS.pdf(77781 bytes )

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

_____ )	)	
STURGIS MOTORCYCLE RALLY, INC. , )	)	
Opposer )	)	Opposition No. 91216503
v. )	)	
JOHN PAUL DEJORIA, )	)	
Applicant. )	)	
_____ )	)	

**RESPONSE TO BOARD ORDER**

Opposer Sturgis Motorcycle Rally, Inc. responds to the Board’s November 8, 2017 order and states that, pursuant to a judgment entered on December 2, 2015, Opposer prevailed on all counts in the civil action for which the Board suspended this proceeding, *Sturgis Motorcycle Rally, Inc. v. Rushmore Photo & Gifts, Inc., et al.* (5:11-cv-05052-JLV). However, defendants in that case appealed to the 8th Circuit Court of Appeals and the appeal remains pending.

Respectfully submitted,

Dated: November 8, 2017

/Jason M. Sneed/  
Jason M. Sneed, Esq.

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*Attorneys for Opposer, Sturgis  
Motorcycle Rally, Inc.*

**CERTIFICATE OF FILING**

I hereby certify that on November 8, 2017, I filed the foregoing *Response to Board Order* with the Trademark Trial and Appeal Board via electronic means, through the ESTTA system.

Dated: November 8, 2017

/Jason M. Sneed/  
Jason M. Sneed  
*An Attorney for Opposer*

**CERTIFICATE OF SERVICE**

The undersigned counsel of record hereby certifies that a copy of the foregoing *Response to Board Order* was served by email to the following counsel of record:

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*John Paul DeJoria*

Dated: November 8, 2017

/Jason M. Sneed/  
Jason M. Sneed  
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