

UNITED STATES PATENT AND TRADEMARK OFFICE  
Trademark Trial and Appeal Board  
P.O. Box 1451  
Alexandria, VA 22313-1451  
General Contact Number: 571-272-8500  
General Email: [TTABInfo@uspto.gov](mailto:TTABInfo@uspto.gov)

JLE/ey

May 27, 2021

Opposition No. 91216503

*Sturgis Motorcycle Rally, Inc.*

*v.*

*John Paul Dejoria*

**Jennifer L. Elgin, Interlocutory Attorney:**

On March 15, 2021, Applicant's counsel was allowed time in which to provide the bar information required by Trademark Rule 2.17(b)(3). 28 TTABVUE 1-2. No response to the order was received.

On May 6, 2021, the Board issued another order allowing Applicant additional time in which to provide the required bar information.<sup>1</sup> 31 TTABVUE 2. The order was served on counsel of record for Applicant, and Applicant at its U.S. Mail address of record. Applicant did not file a response to the order.

Accordingly, Applicant is allowed until **thirty days** from the date of this order to show cause why judgment should not be entered against Applicant based on its failure to provide the bar information required by Trademark Rule 2.17(b)(3).

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<sup>1</sup> In the same order, Opposer was allowed time to inform the Board of the current status of the civil action and provide copies of the final judgment, if appropriate. Opposer's response filed on May 25, 2021 is noted. 32 TTABVUE.

If Applicant remains interested in the proceeding but is no longer represented by current counsel, counsel should file a withdrawal from the proceeding. 37 C.F.R. § 2.19; *see also* TBMP 116. Applicant's new counsel may enter an appearance or Applicant may file a response indicating that he intends to represent himself. *See* 37 C.F.R. § 2.11; *see also* TBMP 114.

Proceedings otherwise remain **suspended**.

cc: John Paul Dejoria  
1888 Century Park East, Suite 1600  
Los Angeles, CA 90067

Michaeline A. Re  
Law Offices of Michaeline A. Re  
800 E Colorado Blvd, Suite 840  
Pasadena, CA 91101