

ESTTA Tracking number: **ESTTA659230**

Filing date: **03/04/2015**

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

Proceeding	91220542
Party	Defendant Mohawk Carpet Distribution, Inc.
Correspondence Address	JOE FOYE MOHAWK 160 S INDUSTRIAL BLVD CALHOUN, GA 30701-3030 misty_young@mohawkind.com
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	SOFIA JEONG
Filer's e-mail	trademarks@troutmansanders.com
Signature	/sj/
Date	03/04/2015
Attachments	Notice of Appearance.pdf(21071 bytes)

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

BEAULIEU GROUP, LLC)	
)	
Opposer,)	Opposition No. 91220542
)	
v.)	Mark: SMARTSTRAND FOREVER CLEAN
)	
MOHAWK CARPET)	
DISTRIBUTION, INC.)	Application No. 86/370,536
)	
Applicant.)	

NOTICE OF APPEARANCE

Applicant, Mohawk Carpet Distribution, Inc. respectfully requests that all further correspondence, notices, orders, and other documents in this matter be directed as follows:

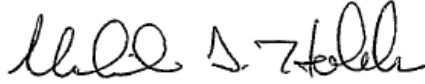
Michael D. Hobbs, Jr.
Sofia Jeong
TROUTMAN SANDERS LLP
600 Peachtree Street, NE
Bank of America Plaza - Suite 5200
Atlanta, Georgia 30308-2216
404.885.3300 (telephone)
404.962.6588 (facsimile)
trademarks@troutmansanders.com

This 4th day of March, 2015.

[valediction on following page]

Respectfully submitted,

TROUTMAN SANDERS LLP

A handwritten signature in black ink, appearing to read "Michael D. Hobbs, Jr.", written in a cursive style.

Michael D. Hobbs, Jr.
Georgia Bar No. 358160
Sofia Jeong
Georgia Bar No. 629253

600 Peachtree Street, N.E., Suite 5200
Atlanta, Georgia 30308-2216
(404) 885-3330
trademarks@troutmansanders.com
michael.hobbs@troutmansanders.com
sofia.jeong@troutmansanders.com

TRADEMARK

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

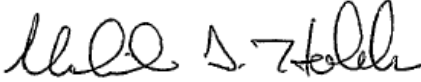
BEAULIEU GROUP, LLC)	
)	
Opposer,)	Opposition No. 91220542
)	
v.)	Mark: SMARTSTRAND FOREVER CLEAN
)	
MOHAWK CARPET)	
DISTRIBUTION, INC.)	Application No. 86/370,536
)	
Applicant.)	

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing was sent by first class mail,
fees prepaid to Opposer as follows:

William N. Federspiel, Esq.
McGuire Woods LLP
One James Center
901 East Cary Street
Richmond, VA 23219-4030

This 4th day of March, 2015.


Michael D. Hobbs, Jr.