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Filing date: **02/19/2016**

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

Proceeding	91225861
Party	Defendant No Show Productions, LLC
Correspondence Address	PAUL W. KRUSE BONE MCALLESTER NORTON PLLC 511 UNION ST STE 1600 NASHVILLE, TN 37219-1780 trademarks@bonelaw.com
Submission	Answer
Filer's Name	Paul W. Kruse
Filer's e-mail	trademarks@bonelaw.com
Signature	/Paul W. Kruse/
Date	02/19/2016
Attachments	Answer-02-19-16 (01347524).pdf(77410 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Shure Incorporated,)	
)	
Opposer,)	
)	Opposition No. 91225861
v.)	
)	Ser. No. 86630288
No Show Productions, LLC,)	
)	
Applicant.)	
)	
Attorney Ref. No. 009668-60823)	

ANSWER

Box TTAB NO FEE
Commissioner for Trademarks
P.O. Box 1451
Alexandria, Virginia 22313-1451

Sir:

No Show Productions, LLC (hereinafter Applicant), through its undersigned attorney, hereby answers the notice of opposition of Shure Incorporated (hereinafter Opposer) as follows:

1. Applicant is without sufficient information to either admit or deny the allegations set forth in paragraph 1 and therefore denies the same.
2. Applicant is without sufficient information to either admit or deny the allegations set forth in paragraph 2 and therefore denies the same.
3. Applicant is without sufficient information to either admit or deny the allegations set forth in paragraph 3 and therefore denies the same.
4. Admitted.
5. Admitted.

6. Admitted.
7. Denied.
8. Denied.
9. Denied.
10. Denied.
11. Denied.
12. Denied.

AFFIRMATIVE DEFENSES

13. The notice of opposition fails to state a claim.
14. Confusion as to either source of origin or sponsorship is unlikely.
15. Dilution is unlikely.
16. The alleged mark set forth in Opposer's Reg. No. 2163185 is a configuration of a design or shape that is directed to the performance of a function of the microphones set forth therein.
17. The alleged mark set forth in Opposer's Reg. No. 2163185 is a configuration of a design or shape that is essential to the use or purpose of the microphones set forth therein.
18. The alleged mark set forth in Opposer's Reg. No. 2163185 is a configuration of a design or shape that affects the cost or quality of the microphones set forth therein.
19. The alleged mark set forth in Opposer's Reg. No. 2163185 is a configuration of a design or shape that lacks inherent distinctiveness of the microphone set forth therein.
20. The alleged mark set forth in Opposer's Reg. No. 2163185 is a configuration of a design or shape that lacks acquired distinctiveness of the microphone set forth therein.

21. There is no reasonable belief that Opposer has or will suffer any damage as a result of the registration of the mark set forth in Ser. No. 86630288.

22. Applicant will rely on any and all other valid affirmative defenses which may be developed through discovery and/or testimony in this proceeding and therefore reserves the right to amend its answer to assert such additional affirmative defenses.

WHEREFORE, Applicant respectfully requests that the notice of opposition be denied in its entirety.

Please direct all communications to the undersigned at (615) 238-6300 or trademarks@bonelaw.com.

No Show Productions, LLC



By: _____

Name: Paul W. Kruse

Title: Attorney

Date: February 19, 2016

Submitted by:

Bone McAllester Norton PLLC
511 Union Street
Suite 1600
Nashville, Tennessee 37219

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing was served on Applicant's attorneys, Katherine Laatsch Fink, Esq. with an address at Banner & Witcoff Ltd., 10 S. Wacker Drive Suite 3000, Chicago, IL 60606, via first class mail, postage prepaid, today February 19, 2016.

A handwritten signature in black ink, appearing to be 'P. Kruse', written over a horizontal line.

By:

Paul W. Kruse