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

Proceeding	91226642
Party	Plaintiff The Hershey Company, Hershey Chocolate & Confectionery Corporation
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Signature	/paul c. llewellyn/
Date	02/15/2017
Attachments	Letter to TTAB re merger - Juice Generation.pdf(23759 bytes )

February 15, 2017

**VIA ELECTRONIC FILING**

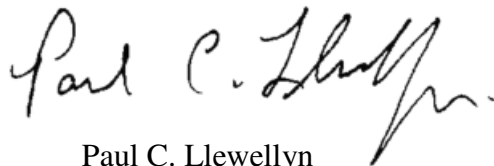
Commissioner for Trademarks  
Trademark Trial and Appeal Board  
P.O. Box 1451  
Alexandria, VA 22313-1451

**Re:** *The Hershey Company, Hershey Chocolate & Confectionery Corporation v. Juice Generation, Inc.* – Opp. No. 91226642

Dear Madam:

Please be advised that, effective January 1, 2017, Kaye Scholer LLP merged into Arnold & Porter Kaye Scholer LLP. Accordingly, counsel for applicant in the above-referenced proceeding is now Arnold & Porter Kaye Scholer LLP. We will shortly be filing a change of correspondent address form in this proceeding to reflect the change in law firm.

Respectfully submitted,



Paul C. Llewellyn

PCL:ms

cc: Nigamnarayan Acharya (via email)