

ESTTA Tracking number: **ESTTA1020236**

Filing date: **12/04/2019**

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

Proceeding	91232151
Party	Plaintiff Life Is Beautiful, LLC
Correspondence Address	LORI N BOATRIGHT BLAKELY SOKOLOFF TAYLOR & ZAFMAN LLP 12400 WILSHIRE BLVD, 7TH FL LOS ANGELES, CA 90025 UNITED STATES tm_filings@bstz.com, lori_boatright@bstz.com, cassidy_merriam@bstz.com, lori.boatright@lozaip.com 310-207-3800
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	Tamerlin J. Godley
Filer's email	tamerlin.godley@mto.com, cheryl.tillotson@mto.com
Signature	/s/ Tamerlin J. Godley
Date	12/04/2019
Attachments	Substitution of Counsel 91232151.pdf(18525 bytes)

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

Life Is Beautiful, LLC,

 Opposer,

vs.

Amusement Art, LLC,

 Applicant.

Opposition No.: 91232151
Mark: LIFE IS BEAUTIFUL
Serial No.: 86947827
Filing Date: March 21, 2016
Date of Publication: July 12, 2016

OPPOSER’S SUBSTITUTION OF COUNSEL

Pursuant to 37 C.F.R. § 2.19 and TMBP § 116.01, Plaintiff Life Is Beautiful, LLC hereby revokes the appointment of Lori Boatright of Loza & Loza LLP, previously of Blakely Sokoloff Taylor & Zafman LLP, as its attorney in the above reference matter.

In place of the above attorney, Life Is Beautiful hereby appoints Tamerlin C. Godley of Munger, Tolles & Olson LLP, 350 South Grand Avenue, 50th Floor, Los Angeles, CA 90071, as its attorney.

Please direct all correspondence to the attention of:

Tamerlin C. Godley, Munger, Tolles & Olson LLP, 350 South Grand Avenue, 50th Floor, Los Angeles, CA 90071, with the following telephone number: (213) 683-9232, and the following email addresses: Tamerlin.Godley@mto.com; Cheryl.Tillitson@mto.com.

DATED: December 4, 2019

/s/ Justin Weniger

Justin Weniger
CEO, Life Is Beautiful LLC

PROOF OF SERVICE

STATE OF CALIFORNIA, COUNTY OF LOS ANGELES

At the time of service, I was over 18 years of age and **not a party to this action**. I am employed in the County of Los Angeles, State of California. My business address is 350 South Grand Avenue, Fiftieth Floor, Los Angeles, CA 90071-3426.

On December 4, 2019, I served true copies of the following document(s) described as **OPPOSER's SUBSTITUTION OF COUNSEL** on the interested parties in this action as follows:

MICHAELANGELO G LOGGIA
AMUSEMENT ART LLC
1110 SEWARD STREET
LOS ANGELES, CA 90038
UNITED STATES

BY MAIL: I enclosed the document(s) in a sealed envelope or package addressed to the persons at the addresses listed in the Service List and placed the envelope for collection and mailing, following our ordinary business practices. I am readily familiar with the firm's practice for collecting and processing correspondence for mailing. On the same day that correspondence is placed for collection and mailing, it is deposited in the ordinary course of business with the United States Postal Service, in a sealed envelope with postage fully prepaid.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct and that I am employed in the office of a member of the bar of this Court at whose direction the service was made.

Executed on December 4, 2019, at Los Angeles, California.

/s/ Jeremy K. Beecher
Jeremy K. Beecher