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

Proceeding	91232538
Party	Plaintiff L.A. GEAR, INC.
Correspondence Address	ANNA LIAU L A GEAR INC 844 MORAGA DRIVE LOS ANGELES, CA 90049 UNITED STATES
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	Masahiro Noda
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Signature	/MASAHIRO NODA/
Date	03/07/2017
Attachments	TM Opp vs LA Rams - POA Notice of Appearance.pdf(117331 bytes )

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

**IN THE MATTER OF APPLICATION**

Mark: LA RAMS  
Applicant: The Los Angeles Rams, LLC  
Serial No.: 86/874,294  
Published in  
the **Official Gazette**: December 20, 2016

L.A. GEAR, INC.	)	
	)	
Opposer,	)	
	)	
v.	)	Opposition No. 91232538
	)	
THE LOS ANGELES RAMS, LLC	)	
	)	
Applicant.	)	
_____	)	

**POWER OF ATTORNEY / NOTICE OF APPEARANCE OF COUNSEL**

The undersigned hereby revokes all previous powers of attorney herein and appoints Masahiro Noda, a member of the Bar of New York, of the law firm of Greenberg Traurig, LLP, as its attorney with full powers of substitution and revocation and to transact all business before the Trademark Trial and Appeal Board in connection with the captioned proceeding on Opposer's behalf.

Please address all correspondence to:

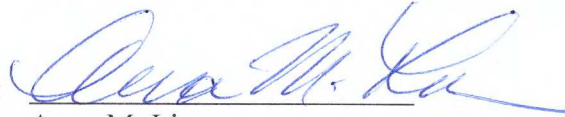
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Respectfully submitted,

L.A. GEAR, INC.

Dated: March 7, 2017

By:



Anna M. Liao  
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**CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing POWER OF ATTORNEY / NOTICE OF APPEARANCE OF COUNSEL has been served on counsel of record for Defendant/Applicant The Los Angeles Rams, LLC by forwarding said copy on this 7<sup>th</sup> day of March 2017 via email to:

Anastasia Danias  
National Football League  
345 Park Avenue  
New York, NY 10154  
Email: trademarkmatters@nfl.com

Date: March 7, 2017

/SARAH LIPPMAN/  
Sarah Y. Lippman