

UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451
General Contact Number: 571-272-8500
Hearings Email: TTABHearings@uspto.gov

June 21, 2021

Opposition No. 91239589

Maker's Mark Distillery, Inc.

v.

Bowmaker's Whiskey Company

By the Trademark Trial and Appeal Board:

This proceeding is fully briefed. The Board notes Applicant's request for an oral hearing, filed on June 4, 2021 pursuant to Trademark Rule 2.129(a).

The requesting party is allowed until **fifteen days** from the date of this order to submit, through ESTTA, a written response to this order which:

- 1) states whether the non-requesting party plans to participate in the hearing;
- 2) states whether any party plans to participate by video conference¹; and
- 3) provides at least three non-consecutive, *agreed-upon* dates and times for the hearing, such dates being *between* six and fourteen weeks beyond the mailing date of this order.

¹ For the foreseeable future, the Board will only be conducting hearings by video. For more information, please visit our website at <https://www.uspto.gov/trademarks-application-process/trademark-trial-and-appeal-board>.

The Board will only consider as possible hearing dates and times, those upon which the parties have agreed. If the non-requesting party has informed the requesting party that it does not plan to participate in the hearing, then the requesting party may provide dates and times of its choice, so long as they meet the other requirements of this order. Note that hearings are held on Tuesdays, Wednesdays and Thursdays, between 10:00 a.m. and 3:00 p.m. Eastern Time.

If the Board does not receive a timely response to this order, the request for an oral hearing will be considered to have been waived, and the matter will be submitted for decision on the record and briefs.

Once the Board has received an acceptable response to this order providing the necessary information, and has confirmed the hearing date and time, the Board will issue written notice of the hearing. *See* Trademark Rule 2.129(a) and TBMP § 802.03. A party that does not state in its request for oral hearing, or in its response to the Board's order acknowledging that request and directing the party's further action, a clear intent to participate by video conference is expected to appear in person; and it may not be able to switch to video participation without also rescheduling any already scheduled date for the hearing. To request participation by video hearing for the first time after the date for a hearing has been set, the requesting party must contact the Board's Hearing and Decision Specialist at TTABHearings@USPTO.gov no fewer than fifteen business days prior to the scheduled oral hearing and obtain express approval to appear by video.

Also, whenever any party has expressed its plan to attend the hearing by video conference, it is the party's responsibility to contact a USPTO video conference technician by email at VTCOPSDISTLIST@USPTO.gov no fewer than three business days prior to the confirmed hearing date with the following information: 1) the proceeding number(s); (2) the date and time of the hearing; and 3) the type of equipment that the party plans to use. A video conference technician will arrange a test of the equipment the party plans to use. The USPTO does not provide parties with the means to participate by video conference.

If a party decides, after submitting a request for oral hearing, that it *no longer desires an oral hearing*, the party should file a waiver of the oral hearing request through ESTTA. The matter will then be taken off of the Board's oral hearing docket, and scheduled to be decided on the record and the briefs.

Questions or inquiries regarding the hearing can be directed to TTABHearings@uspto.gov.