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

Proceeding	91266617
Party	Defendant Payoff, Inc.
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Date	01/30/2021
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

HAPPY STATE BANK,
Opposer

v.

HAPPY MONEY, INC.
Applicant.

Application No. 88/574,030

Mark: HAPPY PAYOFF

Filing Date: August 10, 2019

Publication Date: June 23, 2020

Opposition No. **91266617**

NOTICE OF APPEARANCE OF COUNSEL

Please take notice that William E. Alford and Vy H. Vu of the law firm of Alford Law Group, Inc. hereby appear as counsel for Applicant Happy Money, Inc. before the United States Patent and Trademark Office, Trademark Trial and Appeal Board in this Opposition Proceeding.

All pleadings and papers should be sent to the following electronic mail addresses or physical address as the case may be:

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Date: January 29, 2021

Respectfully submitted,

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CERTIFICATE OF SERVICE

The undersigned hereby certifies that the foregoing **NOTICE OF APPEARANCE OF COUNSEL** was served on Opposer Happy State Bank, by email, addressed to Opposer's attorney of record as follows:

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this 29 th day of January 2021.

 /William E. Alford/

William E. Alford; January 29, 2021