

UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
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Alexandria, VA 22313-1451
General Contact Number: 571-272-8500
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September 18, 2023

Opposition No. 91267153

South Beach Beverage Company, Inc.

v.

Litewater, Inc.

Rochelle Adams, Paralegal Specialist:

Opposer's revised consented motion, filed September 15, 2023, to extend disclosure, discovery, and trial dates is granted for good cause having been shown.¹ Trademark Rule 2.127(a).

The parties are hereby reminded that the requirements to establish good cause for any future extension request or motion to suspend and to submit a detailed progress report in support thereof are MAINTAINED. Further the parties are ORDERED to provide additional information in any future report, specifically, which issues remain to be resolved and a firm time table for resolution.

¹ When parties stipulate to the rescheduling of a deadline for pretrial disclosures and subsequent testimony periods or to the rescheduling of the closing date for discovery and the rescheduling of subsequent deadlines for pretrial disclosures and testimony periods, a stipulation presented in the form used in a trial order, signed by the parties, or a motion in said form signed by one party and including a statement that every other party has agreed thereto, shall be submitted to the Board through ESTTA, with the relevant dates set forth and an express statement that all parties agree to the new dates. Trademark Rule 2.121(d).

Trial dates are reset in accordance with Opposer's motion, as follows:

Expert Disclosures Due	12/16/2023
Discovery Closes	1/15/2024
Plaintiff's Pretrial Disclosures Due	2/29/2024
Plaintiff's 30-day Trial Period Ends	4/14/2024
Defendant's Pretrial Disclosures Due	4/29/2024
Defendant's 30-day Trial Period Ends	6/13/2024
Plaintiff's Rebuttal Disclosures Due	6/28/2024
Plaintiff's 15-day Rebuttal Period Ends	7/28/2024
Plaintiff's Opening Brief Due	9/26/2024
Defendant's Brief Due	10/26/2024
Plaintiff's Reply Brief Due	11/10/2024
Request for Oral Hearing (optional) Due	11/20/2024

Generally, the Federal Rules of Evidence apply to Board trials. Trial testimony is taken and introduced out of the presence of the Board during the assigned testimony periods. The parties may stipulate to a wide variety of matters, and many requirements relevant to the trial phase of Board proceedings are set forth in Trademark Rules 2.121 through 2.125. These include pretrial disclosures, matters in evidence, the manner and timing of taking testimony, and the procedures for submitting and serving testimony and other evidence, including affidavits, declarations, deposition transcripts and stipulated evidence. Trial briefs shall be submitted in accordance with Trademark Rules 2.128(a) and (b). Oral argument at final hearing will be scheduled only upon the timely submission of a separate notice as allowed by Trademark Rule 2.129(a).

TIPS FOR FILING EVIDENCE, TESTIMONY, OR LARGE DOCUMENTS

The Board requires each submission to meet the following criteria before it will be considered: 1) pages must be legible and easily read on a computer screen; 2) page orientation should be determined by its ease of viewing relevant text or evidence, for

example, there should be no sideways or upside-down pages; 3) pages must appear in their proper order; 4) depositions and exhibits must be clearly labeled and numbered – use separator pages between exhibits and clearly label each exhibit using sequential letters or numbers; and 5) the entire submission should be text-searchable. Additionally, submissions must be compliant with Trademark Rules 2.119 and 2.126. Submissions failing to meet all of the criteria above may require re-filing. **Note:** Parties are strongly encouraged to check the entire document before filing.² The Board will not extend or reset proceeding schedule dates or other deadlines to allow time to re-file documents. For more tips and helpful filing information, please visit the [ESTTA help](#) webpage.

² To facilitate accuracy, ESTTA provides thumbnails to view each page before submitting.