

UNITED STATES PATENT AND TRADEMARK OFFICE  
Trademark Trial and Appeal Board  
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July 7, 2022

Proceeding No. 91270834

*CB BRAND STRATEGIES, LLC, A  
DELAWARE LIMITED LIABILITY  
COMPANY, ACTING THROUGH CB  
BRAND STRATEGIES, LLC,  
WILMINGTON, DELAWARE, USA, ZUG  
BRANCH*

v.

*CERVECERÍA 5 DE MAYO S.A.P.I. DE C.V.*

**MOTION TO SUSPEND GRANTED**

**By the Trademark Trial and Appeal Board:**

*CERVECERÍA 5 DE MAYO S.A.P.I. DE C.V.*'s motion, filed **July 07, 2022**, to suspend this proceeding for **30** days is granted.

Accordingly, proceedings are suspended, subject to the right of either party to request resumption at any time.<sup>1</sup> Trademark Rule 2.117(c).

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<sup>1</sup> The parties should note that if proceedings are suspended for a lengthy period of time pursuant to the filing of several motions to suspend for settlement, the Board retains discretion to condition the approval of any future consented or stipulated motion to suspend on a party or the parties providing necessary information about the status of settlement talks, discovery activities, or trial activities, as may be appropriate. See Trademark Rule 2.117(c).

In the event that there is no word from either party, proceedings shall resume on **August 07, 2022** without further notice or order from the Board, upon the schedule set forth in the motion.

During the suspension period, the parties shall notify the Board of any change of address or email address for either the parties or their counsel. *See* Trademark Rule 2.18(b)(1). In addition, the parties are to promptly inform the Board of any other related cases, even if they become aware of such cases during the suspension period. Upon resumption, if appropriate, the Board may consolidate related Board cases.

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, the manner and timing of taking testimony, matters in evidence, 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.<sup>2</sup> 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.

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<sup>2</sup> To facilitate accuracy, ESTTA provides thumbnails to view each page before submitting.