

UNITED STATES PATENT AND TRADEMARK OFFICE  
Trademark Trial and Appeal Board  
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September 10, 2022

Opposition/Cancellation 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.*

**LaTricia Harrison, Paralegal Specialist:**

Opposer's consented motion, filed September 7, 2022, to suspend this proceeding for **30 days** is granted. The parties are reminded that there is a continuing obligation to provide good cause in the form of progress reports for any further extension or suspension request.

Because the parties are negotiating for a possible settlement of this case, proceedings are suspended, subject to the right of either party to request resumption at any time.<sup>1</sup> See Trademark Rules 2.117(c) and 2.127(a); and TBMP § 605.02.

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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).

If, during the suspension period, either of the parties or their attorneys have a change of address or email address, the Board should be so informed.<sup>2</sup> *See* Trademark Rule 2.18(b)(1).

In the event that there is no word from either party concerning the progress of their negotiations, upon conclusion of the suspension period, **proceedings shall resume without further notice or order from the Board**, upon the schedule set forth below.

An answer must be filed through ESTTA, the Board's Electronic System for Trademark Trials and Appeals. *See* Trademark Rule 2.106(b)(1). Conferencing, disclosure, discovery, and trial dates are reset as follows:

<b>Time to Answer</b>	<b>10/13/2022</b>
Deadline for Discovery Conference	11/12/2022
Discovery Opens	11/12/2022
Initial Disclosures Due	12/12/2022
Expert Disclosures Due	4/11/2023
Discovery Closes	5/11/2023
Plaintiff's Pretrial Disclosures Due	6/25/2023
Plaintiff's 30-day Trial Period Ends	8/9/2023
Defendant's Pretrial Disclosures Due	8/24/2023
Defendant's 30-day Trial Period Ends	10/8/2023
Plaintiff's Rebuttal Disclosures Due	10/23/2023
Plaintiff's 15-day Rebuttal Period Ends	11/22/2023
Plaintiff's Opening Brief Due	1/21/2024
Defendant's Brief Due	2/20/2024
Plaintiff's Reply Brief Due	3/6/2024
Request for Oral Hearing (optional) Due	3/16/2024

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

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<sup>2</sup> If the parties are (or during the pendency of this proceeding become) parties to another proceeding involving the subject application, the parties must notify the Board so the Board can consider whether consolidation or suspension of proceedings is appropriate.

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>3</sup> The Board will not extend or reset proceeding schedule dates or other deadlines to allow

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<sup>3</sup> To facilitate accuracy, ESTTA provides thumbnails to view each page before submitting.

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time to re-file documents. For more tips and helpful filing information, please visit the [ESTTA help](#) webpage.