

ESTTA Tracking number: **ESTTA1237266**

Filing date: **09/22/2022**

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

Proceeding no.	91270834
Party	Plaintiff CB Brand Strategies, LLC, A Delaware Limited Liability Company, Acting through CB Brand Strategies, LLC, Wilmington, Delaware, USA, Zug Branch
Correspondence address	EDWARD F. MALUF SEYFARTH SHAW LLP 620 8TH AVENUE, 32ND FLOOR NEW YORK, NY 10018 UNITED STATES Primary email: cbidocket@seyfarth.com Secondary email(s): ttabdocket@seyfarth.com, emaluf@seyfarth.com, aabeloff@seyfarth.com, jheinbockel@seyfarth.com No phone number provided
Submission	Withdrawal of Opposition
Filer's name	John C. Heinbockel
Filer's email	jheinbockel@seyfarth.com
Signature	/John C. Heinbockel/
Date	09/22/2022
Attachments	Fully Executed CBBS v Cervecería 5 de Mayo.pdf(378698 bytes)

EXHIBIT B.

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

In re Application Serial No. 87/081,256

CB Brand Strategies, LLC, acting through CB
Brand Strategies, LLC, Wilmington, Delaware,
USA, Zug Branch,
Opposer,

Opposition No. 91/270,834

v.

Cervecería 5 De Mayo S.A.P.I. De C.V.,
Applicant.

**CONSENT MOTION TO WITHDRAW APPLICATION WITH PREJUDICE
AND
REQUEST FOR WITHDRAWAL OF OPPOSITION WITHOUT PREJUDICE**

Applicant Cervecería 5 De Mayo S.A.P.I. De C.V. ("Applicant") hereby withdraws
USPTO Application Serial No. 87/081,256 with prejudice. Opposer CB Brand Strategies, LLC,
acting through CB Brand Strategies, LLC, Wilmington, Delaware, USA, Zug Branch ("CBBS")
consents to the withdrawal of Applicant's application with prejudice.

In light of Applicant's withdrawal of its application with prejudice, CBBS agrees to
dismiss the instant Opposition proceeding without prejudice, contingent upon the acceptance of
Applicant's withdrawal of its application with prejudice.

Dated: 9/22/22

By: [Signature]

Applicant

Attorneys for Applicant
Ohlandt, Greeley, Ruggiero & Perle, LLP
One Landmark Square, 10th Floor
Stamford, CT 06901
Telephone: (203) 327-4500

Dated: Sept. 12, 2022

By: /s/ Edward F. Maluf

Attorneys for Opposer
CB Brand Strategies, LLC
620 Eighth Ave., 32nd Floor
New York, NY 10018
Telephone: (212) 218-5500
Facsimile: (212) 218-5526



Handwritten signature and initials, including a large scribble and the letters 'F' and 'SK'.

CERTIFICATE OF SERVICE

I hereby certify a true copy of the foregoing **CONSENT MOTION TO WITHDRAW APPLICATION WITH PREJUDICE AND REQUEST FOR WITHDRAWAL OF OPPOSITION WITHOUT PREJUDICE** has been served on counsel for Applicant by forwarding said copy on this 22nd of September 2022 via email to:

TERRENCE J. MCALLISTER
RUGGIERO MCALLISTER & MCMAHON LLC
trademark@ruggieroIP.com, Terry@RuggieroIP.com

Date: September 22, 2022

Signature: _____/s/ John C. Heinbockel_____