

ESTTA Tracking number: **ESTTA1165861**

Filing date: **10/13/2021**

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

|                        |   |
|------------------------|---|
| Proceeding             | 91271507  |
| Party                  | Plaintiff<br>MagicSnow Systems LLC  |
| Correspondence Address | ADAM WILLIAMS<br>MAGICSNOW SYSTEMS LLC<br>8581 SANTA MONICA BL<br>219<br>LOS ANGELES, CA 90069<br>UNITED STATES<br>Primary Email: adam@magicsnow.com<br>Secondary Email(s): allan@magicsnow.com<br>310-289-9852 |
| Submission             | Appearance of Counsel/Power of Attorney   |
| Filer's Name           | Milord A. Keshishian  |
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| Signature              | /Milord A. Keshishian/  |
| Date                   | 10/13/2021  |
| Attachments            | MAG21-002T-TTAB Appoint Counsel.pdf(101262 bytes )  |

**TRADEMARK**

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

MAGICSNOW SYSTEMS, LLC,

Opposer,

v.

ANKER PLAY PRODUCTS, LLC,

Applicant.

Serial Nos.: 90592333, 90592341

Filed: March 21, 2021

Marks: BUBBLE WORKZ

And BUBBLE WORKZ + Design



Publication Date: September 7, 2021

Int'l Class: 28

Opposition No.: 91271507

**APPOINTMENT OF COUNSEL**

Opposer MagicSnow Systems, LLC (“Opposer” or “MagicSnow”) by and through its newly appointed counsel, Milord & Associates, P.C., hereby submits this Appointment of Counsel.

Opposer was previously self-represented and hereby appoints Milord & Associates, P.C. as counsel with the following correspondence address:

Milord A. Keshishian, Esq. [milord@milordlaw.com](mailto:milord@milordlaw.com); [uspto@milordlaw.com](mailto:uspto@milordlaw.com)  
California Bar No. 197835, Year of Admission 1998 and in good standing with the  
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Stephanie V. Trice, Esq. [stephanie@milordlaw.com](mailto:stephanie@milordlaw.com)  
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Petitioner hereby appoints Milord & Associates, P.C. to act as its attorneys with full power to prosecute this opposition, to transact all relevant business in the Patent and Trademark Office, and to receive all communications with respect to this opposition. Petitioner respectfully requests that its correspondence information be changed to reflect the appointment of Milord & Associates, P.C., and that all future correspondence directed accordingly.

Respectfully submitted,

Dated: October 13, 2021

/Milord A. Keshishian/  
Milord A. Keshishian, Esq.  
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**CERTIFICATE OF SERVICE**

I HEREBY CERTIFY that, on October 13, 2021, I caused a true and correct copy of the foregoing **APPOINTMENT OF COUNSEL** to be sent via email, to Applicant's Correspondent of Record as follows:

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