

ESTTA Tracking number: **ESTTA1166562**

Filing date: **10/18/2021**

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

Proceeding	91271568
Party	Defendant POPPY BEAUTY, LLC
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Submission	Answer
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Date	10/18/2021
Attachments	Answer v.filing.pdf(119173 bytes)

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

Sjovik Limited,)	Opposition No. 91271568
)	
Opposer,)	App. Ser. No. 88922561
)	Mark: POPPY BEAUTY
v.)	
)	
Poppy Beauty, LLC)	
)	
Applicant.)	

ANSWER

Applicant hereby submits the following response to the Notice of Opposition in the above-identified proceeding.

The first unnumbered paragraph of the Notice of Opposition is denied.

1. Applicant lacks sufficient information to confirm or deny the allegations in paragraph 1, and these allegations are thereby denied.

2. Applicant lacks sufficient information to confirm or deny the allegations in paragraph 2, and these allegations are thereby denied. The attachments to the Notice of Opposition speak for themselves.

3. Applicant lacks sufficient information to confirm or deny the allegations in paragraph 3, and these allegations are thereby denied.

4. Applicant admits that it filed U.S. Ser. No. 88/922561. The facts of the application speak for themselves. The remainder of Paragraph 4 of the Notice of Opposition is denied.

5. Applicant repeats, realleges and incorporates by reference the responses of paragraph 1 through 4 above, as paragraph 5 of this Answer, as if fully set forth herein.

6. Denied.

7. Denied.
8. Denied.
9. Denied.
10. Denied.
11. Denied. The identification of goods in the Application speak for themselves.
12. Denied.
13. Denied.
14. Admitted.
15. Denied.
16. Applicant repeats, realleges and incorporates by reference the responses of paragraph 1 through 4 above, as paragraph 16 of this Answer, as if fully set forth herein.
17. Denied.
18. Denied. The attachments to the Notice of Opposition speak for themselves.
19. Denied.
20. Denied.
21. Denied.
22. Denied.

The unnumbered paragraph of the Notice of Opposition immediately following numbered paragraph 22 is denied.

AFFIRMATIVE DEFENSES

Applicant reserves the right to amend this pleading to assert any affirmative defense that it may learn of during the discovery period.

WHEREFORE, Applicant submits that Opposer take nothing by its Notice of Opposition, and that this opposition be dismissed to permit registration of Applicant's mark.

Date: October 18, 2021

Poppy Beauty, LLC

/adm/

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Certificate of Service

This is to certify that a copy of this ANSWER was served on October 18, 2021 by email on Opposer's attorney as follows:

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