

ESTTA Tracking number: **ESTTA1183556**

Filing date: **01/10/2022**

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

Proceeding no.	91273187
Party	Defendant PASHUN PRODUCTS LTD
Correspondence address	FRANCESCA M. WITZBURG LOZA & LOZA, LLP 305 N. SECOND AVE., #127 UPLAND, CA 91786 UNITED STATES Primary email: francesca-pto@lozaip.com 646-832-3183
Submission	Appearance of Counsel/Power of Attorney
Filer's name	Joseph E. Sutton
Filer's email	jsutton@ezrasutton.com
Signature	/JS/
Date	01/10/2022
Attachments	Notice of Appearance and Correspondence address for Applicant.pdf(122951 bytes)

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

In the Matter of Application Serial No. 90/ 503,209
For the mark: **PASHUN LIFESTYLE**
Filed: February 1, 2021

-----X	
Pacific Sunwear of California, LLC	:
	: Opposition No. 91/269,950
Opposer,	:
	:
v.	:
	:
	:
Pashun Products Ltd.	:
	:
Applicant.	:
-----X	

NOTICE OF APPEARANCE & CORRESPONDENCE UPDATE

In response to the Notice of Opposition in the above-entitled proceeding, the undersigned attorneys and firm hereby enter their appearance on behalf of Applicant, Pashun Products Ltd. (hereinafter “Applicant” or “Respondent”). The undersigned firm and attorneys also have been appointed by Applicant as the attorneys for Applicant in this proceeding and a Power of Attorney is being concurrently filed.

In view of the foregoing, the undersigned counsel for the Applicant/Respondent respectfully requests that all correspondence in this matter be directed to our firm, and will accept service of any future notices, pleadings, stipulations, papers, or orders etc. on behalf

Opposition No. 91-269,950
January 10, 2022
Pg. 2

of the Applicant. All such documents should be served on the undersigned counsel at the address set forth below, and service by email is authorized and acceptable at the email address below:

Joseph E. Sutton, Esq.
Anthony Morano, Esq.
SUTTON IP ASSOCIATES, PA
900 Route 9 North
Suite 201
Woodbridge, New Jersey 07095
Phone: (732) 634-3520
email: trademarks@ezrasutton.com

A certificate of service of this notice on counsel for Opposer follows below.

Respectfully submitted,

SUTTON IP ASSOCIATES, PA

By: /JS/ _____

Joseph Sutton, Esq.
Anthony Morano, Esq.
trademarks@ezrasutton.com
900 Route 9, Suite 201
Woodbridge, NJ 07095
Attorneys for Respondent-Applicant
Pashun Products Ltd.

Dated: January 10, 2022

CERTIFICATE OF SERVICE

I, Jill Ippolito, being over the age of 18 and not a part to this proceeding, do hereby certify that a true and correct copy of the foregoing **NOTICE OF APPEARANCE** was served by electronic mail on this 10th day of January, 2022, upon counsel for Opposer, namely, Pamela Hirschman, Esq., of the firm of Sheridan Ross, P.C., via the email address of Phirschman@SheridanRoss.com.

_____/JI/_____

JILL IPPOLITO,
paralegal