

ESTTA Tracking number: **ESTTA1302755**

Filing date: **08/09/2023**

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

Proceeding no.	91281301
Party	Plaintiff A Place for Rover, Inc.
Correspondence address	JEFFREY A NELSON SPYHOP LAW PLLC 4412 CALIFORNIA AVE SW #16722 SEATTLE, WA 98116 UNITED STATES Primary email: jeffnelson@spyhoplaw.com Secondary email(s): docket@spyhoplaw.com 2064962667
Submission	Appearance of Counsel/Power of Attorney
Filer's name	Benjamin J. Byer
Filer's email	benbyer@dwt.com, seansullivan@dwt.com, geoffreybrounell@dwt.com, lis-amerritt@dwt.com
Signature	/Benjamin J. Byer/
Date	08/09/2023
Attachments	Rover_Notice of Association of Counsel.pdf(104981 bytes )

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

A Place for Rover, Inc.,

Opposer,

v.

Jaguar Land Rover Ltd.,

Applicant.

**Opposition No. 91281301**

**NOTICE OF ASSOCIATION OF COUNSEL FOR OPPOSER**

PLEASE TAKE NOTICE that Benjamin J. Byer, Sean Sullivan, and Geoffrey Brounell of Davis Wright Tremaine LLP hereby associate with Jeffrey A. Nelson as counsel of record for Opposer A Place for Rover, Inc. Mr. Nelson and his firm will remain as primary counsel for Opposer and the correspondence address, and Mr. Nelson's docket alias shall remain in place. Please add additional counsel to the representation list and serve them with copies of all future papers, pleadings and orders in this proceeding.

DATED this 9th day of August, 2023.

DAVIS WRIGHT TREMAINE LLP  
Attorneys for Opposer A Place for Rover, Inc.

By /Benjamin J. Byer/

Benjamin J. Byer  
920 Fifth Avenue, Suite 3300  
Seattle, WA 98104-1610  
Tel: 206.757.8105  
benbyer@dwt.com

/Sean Sullivan/

Sean Sullivan  
865 South Figueroa Street, Suite 2400  
Los Angeles, CA 90017-2566  
Tel: 213.633.8644  
seansullivan@dwt.com

/Geoffrey Brounell/

---

Geoffrey Brounell

1251 Avenue of the Americas, 21<sup>st</sup> Floor

New York, NY 10020

Tel: 212.603.6404

[geoffreybrounell@dwt.com](mailto:geoffreybrounell@dwt.com)

**CERTIFICATE OF SERVICE**

I hereby certify that a true and complete copy of the foregoing NOTICE OF ASSOCIATION OF COUNSEL FOR OPPOSER has been served on the Attorney of Record for Applicant by email, pursuant to Trademark Rule 2.119:

Chanille Carswell  
Brooks Kushman PC  
1000 Town Center, 22<sup>nd</sup> Floor  
Southfield, MI 48075  
ccarswell@brookskushman.com, bktm@brookskushman.com,  
rlederman@brookskushman.com, rcantor@brookskushman.com,  
jziegler@brookskushman.com, litdocket@brookskushman.com,  
ejbrooks@brookskushman.com

Date: August 9, 2023

/Benjamin J. Byer/