

ESTTA Tracking number: **ESTTA1344616**Filing date: **03/07/2024**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

|                        |  |
|------------------------|--|
| Proceeding no.         | 91281352   |
| Party                  | Plaintiff<br>Block, Inc.   |
| Correspondence address | ALICIA A. MATUSHESKI<br>PERKINS COIE LLP<br>P.O. BOX 2608<br>SEATTLE, WA 98111<br>UNITED STATES<br>Primary email: pctrademarks@perkinscoie.com<br>Secondary email(s): gstanton@perkinscoie.com, am-atusheski@perkinscoie.com, RobynShelton@perkinscoie.com, TBrandon@perkinscoie.com<br>202-654-6200 |
| Submission             | Appearance of Counsel/Power of Attorney  |
| Filer's name           | Diana S. Bae   |
| Filer's email          | tmdocket@afslaw.com, luna.samman@afslaw.com, diana.bae@afslaw.com, todd.hopkins@afslaw.com   |
| Signature              | /diana s. bae/   |
| Date                   | 03/07/2024   |
| Attachments            | Notice of Appearance - Opp. No. 91281352.pdf(93158 bytes )   |

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

|                        |   |                         |
|------------------------|---|-------------------------|
| BLOCK, INC.            | ) |                         |
|                        | ) |                         |
|                        | ) |                         |
| Opposer,               | ) |                         |
|                        | ) | Opposition No. 91281352 |
| vs.                    | ) |                         |
|                        | ) |                         |
| LEARNING SQUARED, INC. | ) |                         |
|                        | ) |                         |
|                        | ) |                         |
| Applicant.             | ) |                         |

**NOTICE OF APPEARANCE**

Please take notice that the firm ArentFox Schiff LLP of 1717 K Street NW, Washington, DC 20006, its attorneys including Luna M. Samman and other Partners, Associates, and Of Counsel of the firm hereby enters its appearance as counsel for Opposer, Block, Inc., in the above-referenced opposition proceeding. All further notice and copies of pleadings, papers, and other material relevant to this action should be directed and served upon:

Luna M. Samman  
ArentFox Schiff LLP  
1717 K Street NW  
Washington, DC 20006  
Tel: 202.857.6000  
Email: [tmdocket@afslaw.com](mailto:tmdocket@afslaw.com);  
[luna.samman@afslaw.com](mailto:luna.samman@afslaw.com);  
[diana.bae@afslaw.com](mailto:diana.bae@afslaw.com)

BLOCK, INC.

Date: March 7, 2024

By: /luna m. samman/  
Luna M. Samman  
Diana Bae  
ArentFox Schiff LLP  
1717 K Street NW  
Washington, DC 20006  
Telephone: (202) 857-6000  
*Attorneys for Opposer*

**CERTIFICATE OF SERVICE**

It is hereby certified that a copy of the foregoing NOTICE OF APPEARANCE has been served upon Applicant's counsel, Pamela B. Huff, Schwegman Lundberg & Woessner P.A., P.O. Box 2938, Minneapolis, MN 55402, on this 7<sup>th</sup> day of March, 2024 by email to [tmg@slwip.com](mailto:tmg@slwip.com).

By: /diana s. bae/  
Luna M. Samman  
Diana Bae  
ArentFox Schiff LLP  
1717 K Street NW  
Washington, DC 20006  
Telephone: (202) 857-6000  
*Attorneys for Opposer*