

Service by Publication

A petition to cancel the registration identified below having been filed, and the notice of such proceeding sent to registrant at the last known address having been returned by the Postal Service as undeliverable, notice is hereby given that unless the registrant listed herein, its assigns or legal representatives, shall enter an appearance within thirty days of this publication, the cancellation will proceed as in the case of default.

Brand Experience LLC, The, Miami Beach, FL, Registration No. **2477694** for the mark "**THE SUNSCREEN THAT WON'T RUB OFF**",
Registration No. **2593603** for the mark "**SUNSCREEN KIDS WANT TO WEAR**" and Registration No. **2384600** for the mark "**THE 50+ SUNSCREEN THAT WON'T RUB OFF**" Cancellation No. **92044624**.

Karon E. Seldon,
Trademark Trial
and Appeal Board, for
Lynne G. Beresford
Acting Deputy Commissioner for
Trademark Operations

Scheduled for service by publication in the Official Gazette
dated **02-07-2006**.