

UNITED STATES PATENT AND TRADEMARK OFFICE  
Trademark Trial and Appeal Board  
P.O. Box 1451  
Alexandria, VA 22313-1451  
TTAB Assistance Center: 571-272-8500  
General Email: [TTABInfo@uspto.gov](mailto:TTABInfo@uspto.gov)

August 4, 2021

Cancellation No. 92077423

*Simply Keto Nutrition LLC*

*v.*

*Keto Karma, Inc.*

**Karl Kochersperger, Paralegal Specialist:**

The Board sent notice of institution of this proceeding to Respondent on June 22, 2021 using an authorized email address, but received a returned copy or notification of non-delivery in paper form.<sup>1</sup> *See* Trademark Rule 2.118.

After investigation, the Board has obtained a different possible address for Respondent, and believes that service can be effected by re-mailing the notice of institution to the following:

**Keto Karma, Inc.  
46 Maple Way  
San Carlos, CA 94070**

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<sup>1</sup> The Board encourages trademark owners to exercise due diligence in monitoring the status of their applications and registrations, and their correspondence information, online through the USPTO website and databases accessible from the website. Every party is responsible for ensuring that the Board has its current email and correspondence address. If a party fails to notify the Board of a change of address, with the result that the Board is unable to serve correspondence on the party, default judgment may be entered against the party. *See* TBMP § 117.07.

Accordingly, the notice of institution is remailed as indicated above.<sup>2</sup>

Respondent is allowed until **forty days from the date of this order** in which to file a change of correspondence form through ESTTA informing this Office of its correct email address and/or address. Compliance with Trademark Rule 2.193(3) and Trademark 2.119(a) is required.

If there has been any transfer of interest in the involved registration, Respondent must so advise the Board and submit copies of the appropriate documents. *See* Trademark Act § 10 and Patent and Trademark Rules 3.71 and 3.73.

In view of the circumstances, the time for filing an answer to the petition to cancel is extended to **forty days from the date of this order**. Notice is hereby given that unless the Respondent listed herein, its assigns or legal representatives, shall enter an appearance, or file an answer or other response to the petition within the time provided in this order, this proceeding may proceed as in the case of default.<sup>3</sup>

If the parties to this proceeding are also parties to any other Board proceedings involving related marks or, during the pendency of this proceeding, become parties to such proceedings, they should notify the Board immediately, so that the Board can consider consolidation of proceedings. *See* TBMP § 511.

In accordance with the Trademark Rules of Practice, conference, disclosure, discovery and trial dates are reset as indicated below.

|                                   |            |
|-----------------------------------|------------|
| Time to Answer                    | 9/13/2021  |
| Deadline for Discovery Conference | 10/13/2021 |

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<sup>2</sup> A copy of the petition to cancel can be viewed using TTABVUE at <http://ttabvue.uspto.gov>.

<sup>3</sup> An answer must be filed through ESTTA. *See* Trademark Rule 2.106(b)(1)/2.114(b)(1). Moreover, all submissions to the Board must be made through ESTTA. *See* Trademark Rule 2.126(a). ESTTA is accessible at <http://estta.uspto.gov>.

|   |            |
|---|------------|
| Discovery Opens                         | 10/13/2021 |
| Initial Disclosures Due                 | 11/12/2021 |
| Expert Disclosures Due                  | 3/12/2022  |
| Discovery Closes                        | 4/11/2022  |
| Plaintiff's Pretrial Disclosures Due    | 5/26/2022  |
| Plaintiff's 30-day Trial Period Ends    | 7/10/2022  |
| Defendant's Pretrial Disclosures Due    | 7/25/2022  |
| Defendant's 30-day Trial Period Ends    | 9/8/2022   |
| Plaintiff's Rebuttal Disclosures Due    | 9/23/2022  |
| Plaintiff's 15-day Rebuttal Period Ends | 10/23/2022 |
| Plaintiff's Opening Brief Due           | 12/22/2022 |
| Defendant's Brief Due                   | 1/21/2023  |
| Plaintiff's Reply Brief Due             | 2/5/2023   |
| Request for Oral Hearing (optional) Due | 2/15/2023  |

Generally, the Federal Rules of Evidence apply to Board trials. Trial testimony is taken and introduced out of the presence of the Board during the assigned testimony periods. The parties may stipulate to a wide variety of matters, and many requirements relevant to the trial phase of Board proceedings are set forth in Trademark Rules 2.121 through 2.125. These include pretrial disclosures, matters in evidence, the manner and timing of taking testimony, and the procedures for submitting and serving testimony and other evidence, including affidavits, declarations, deposition transcripts and stipulated evidence. Trial briefs shall be submitted in accordance with Trademark Rules 2.128(a) and (b). Oral argument at final hearing will be scheduled only upon the timely submission of a separate notice as allowed by Trademark Rule 2.129(a).

**TIPS FOR FILING EVIDENCE, TESTIMONY, OR LARGE DOCUMENTS**

The Board requires each submission to meet the following criteria before it will be considered: 1) pages must be legible and easily read on a computer screen; 2) page

orientation should be determined by its ease of viewing relevant text or evidence, for example, there should be no sideways or upside-down pages; 3) pages must appear in their proper order; 4) depositions and exhibits must be clearly labeled and numbered – use separator pages between exhibits and clearly label each exhibit using sequential letters or numbers; and 5) the entire submission should be text-searchable. Additionally, submissions must be compliant with Trademark Rules 2.119 and 2.126. Submissions failing to meet all of the criteria above may require re-filing. **Note:** Parties are strongly encouraged to check the entire document before filing.<sup>4</sup> The Board will not extend or reset proceeding schedule dates or other deadlines to allow time to re-file documents. For more tips and helpful filing information, please visit the [ESTTA help](#) webpage.

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<sup>4</sup> To facilitate accuracy, ESTTA provides thumbnails to view each page before submitting.