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

Proceeding	91210158
Party	Plaintiff Larry Pitt & Associates, P.C.
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Date	12/16/2016
Attachments	Opposers Notice of Reliance.pdf(20702 bytes) Exhibit A.pdf(452368 bytes) Exhibit B.pdf(422015 bytes) Exhibit C.pdf(373218 bytes) Exhibit D.pdf(118878 bytes) Exhibit E.pdf(204548 bytes) Exhibit F - FILED UNDER SEAL.pdf(6314 bytes) Exhibit G.pdf(1177322 bytes) Exhibit H.pdf(113182 bytes) Exhibit I.pdf(597789 bytes) Exhibit J.pdf(673713 bytes) Exhibit K .pdf(757837 bytes) Exhibit L.pdf(424662 bytes) Exhibit M.pdf(513578 bytes) Exhibit N.pdf(519210 bytes) Exhibit O.pdf(810872 bytes) Exhibit P.pdf(316441 bytes) Exhibit Q.pdf(361261 bytes) Exhibit S .pdf(565574 bytes) Exhibit T - FILED UNDER SEAL.pdf(6310 bytes) Exhibit U - FILED UNDER SEAL.pdf(6312 bytes)

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

LARRY PITT & ASSOCIATES, P.C.

Opposer,

v.

LUNDY LAW, LLP

Applicant

Opposition No. 91210158

OPPOSER'S NOTICE OF RELIANCE

Opposer, Larry Pitt & Associates hereby offers into evidence by Notice of Reliance the following:

1. Attached hereto as Exhibit A is a true and correct copy of Applicant's Responses to Opposer's First Set of Interrogatories, dated September 10, 2013.
2. Attached hereto as Exhibit B is a true and correct copy of Applicant's Responses to Opposer's First Set of Requests for Admissions to Opposer, (Nos. 1-33), dated September 10, 2013.
3. Attached hereto as Exhibit C is a true and correct copy of Applicant's Responses and Objections to Opposer's Request for Production of Documents and Things, dated September 10, 2013.
4. Attached here to as Exhibit D is a true and correct copy of Applicant's Supplemental Responses and Objections to Opposer's Request for Production of Documents and Things, Nos. 3, 8, 11, 14, 18 and 19, dated April 14, 2014.
5. Attached hereto as Exhibit E is a true and correct copy of Case Study: Lundy Law of Expert Technology Associates.

6. Attached hereto as Exhibit F, are true and correct copies of confidential documents, pursuant to the Protective Order mandated by the Board of Applicant's Production Documents Nos. LUNDY01631 and LUNDY01615. *MARKED TRADE SECRET/COMMERCIALY SENSITIVE/ATTORNEYS' EYES ONLY.*
7. Attached hereto as Exhibit G are printouts of articles advising businesses to choose names that are memorable, that is downloaded content from <http://smallbusiness.foxbusiness.com/sbc/2012/02/09/choosing-best-name-for-your-business>.
8. Attached hereto as Exhibit H are downloads from HEALTH ALERT advertising for REMEMBER THIS NUMBER.
9. Attached hereto as Exhibit I is U.S. Application Serial No. 85/767,757.
10. Attached hereto as Exhibit J is a printout from the publicly available ad "remember this name" located at <http://meangreenblog.dentonrc.com/2015/12/remember-this-name-when-it-comes-to-littrell-assistants-brad-davis.html/> and printed by the undersigned on December 15, 2016. Applicant will rely on this material as it is relevant to the ubiquitous nature of the phrase remember this name, and how it does not function as a trademark.
11. Attached hereto as Exhibit K is a printout from the publicly available ad "remember this name" located at <http://www.oeregister.com/articles/america-668296-talent-baril.html> and printed by the undersigned on December 15, 2016. Applicant will rely on this material as it is relevant to the ubiquitous nature of the phrase remember this name, and how it does not function as a trademark.to the ubiquitous nature of the phrase remember this name, and how it does not function as a trademark.

12. Attached hereto as Exhibit L is a printout from the publicly available ad “remember this name” located at <https://www.youtube.com/watch?v=ro554OY52dA> and printed by the undersigned on December 16, 2016. Applicant will rely on this material as it is relevant to the ubiquitous nature of the phrase remember this name, and how it does not function as a trademark.
13. Attached hereto as Exhibit M is a printout from the publicly available ad “remember this name” located at <http://i0.wp.com/sebewaingbrewingcompany.com/wp-content/uploads/2015/11/Brewers-Best-Ad-3.jpg> and printed by the undersigned on December 16, 2016. Applicant will rely on this material as it is relevant to the ubiquitous nature of the phrase remember this name, and how it does not function as a trademark.
14. Attached hereto as Exhibit N is a printout from the publicly available ad “remember this name” for Stetson Hats, from an issue of The Saturday Evening Post located at https://books.google.com/books?id=B5RJAQAAMAAJ&pg=RA2-PA69&lpg=RA2-PA69&dq=stetson+hats+you+young+men+who+are+making+america+the+best+dressed+philadelphia&source=bl&ots=uxPIMeybn8&sig=W1He4vo7D1YcetUu2bZ_oX9qCQI&hl=en&sa=X&ved=0ahUKEwiy45DC4PfQAhULjlQKHeu2CBAQ6AEINjAA#v=onepage&q&f=true and printed by the undersigned on December 15, 2016. Applicant will rely on this material as it is relevant to the ubiquitous nature of the phrase remember this name, and how it does not function as a trademark.

15. Attached hereto as Exhibit O is a printout from the publicly available ad “remember this name” located at <http://www.runnersworld.com/college/> and printed by the undersigned on December 15, 2016. Applicant will rely on this material as it is relevant to the to the ubiquitous nature of the phrase remember this name, and how it does not function as a trademark.

16. Attached hereto as Exhibit P is a printout from the publicly available ad “remember this name” located at https://books.google.com/books?id=Qk4EAAAAMBAJ&pg=PA20&lpg=PA20&dq=your+dog,+too+miller's+kibbles&source=bl&ots=jV6rDlbuxF&sig=2xkREInZDqNdEY033ckLZjmaWWU&hl=en&sa=X&ved=0ahUKEwj7xaqS6_fQAhVijVQKHcYeDtAQ6AEIGjAA#v=twopage&q&f=false and printed by the undersigned on December 15, 2016. Applicant will rely on this material as it is relevant to the ubiquitous nature of the phrase remember this name, and how it does not function as a trademark.

17. Attached hereto as Exhibit Q is a printout from the publicly available ad for LESTOIL ® cleaner, the advertising campaign is entitled “remember this name” The printout of this exhibit is located at <https://books.google.com/books?id=qD0hAQAAlAAJ&pg=RA1-C2%AD%E2%80%90PA92&lpg=RA1-C2%AD%E2%80%90PA92&dq=advertising+%22remember+this+name%22&source=bl&ots=CaEp8Bwb#v=onepage&q=advertising%20%22remember%20this%20name%22&f=false> and printed by the undersigned on December 15, 2016. Applicant will rely on this material as it is relevant to the ubiquitous nature of the phrase remember this name, and how it does not function as a trademark.

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