

No. 19-2316

**UNITED STATES COURT OF APPEALS
FOR THE FOURTH CIRCUIT**

SNYDER'S-LANCE, INC.; PRINCETON VANGUARD, LLC,

Plaintiffs-Appellants,

v.

FRITO-LAY NORTH AMERICA, INC.,

Defendant-Appellee.

On Appeal from the United States District Court for the
Western District of North Carolina,
No. 3:17-cv-00652-KDB-DSC

REPLY BRIEF FOR PLAINTIFFS-APPELLANTS

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March 18, 2020

TABLE OF CONTENTS

TABLE OF AUTHORITIES.....	ii
INTRODUCTION	1
ARGUMENT	2
I. Election Of Federal Circuit Review After A First TTAB Decision Does Not Foreclose A Party From Filing A District Court Action Challenging A Subsequent TTAB Decision Issued Years Later.....	2
A. The Plain Text of §1071 Demonstrates that a Party Is Not Forever Bound By Its Initial Election of Federal Circuit Review But Instead Can Elect a New Option After Each TTAB Decision.....	2
B. Legislative History Reinforces that §1071’s Waiver Language Only Limits a Dissatisfied Party to One Forum Per TTAB Decision, And Does Not Forever Waive a Party’s Statutory Right to Seek District Court Review Of A Different TTAB Decision Years Later.....	11
C. Sound Policy Supports Allowing a Dissatisfied Party to Challenge a Second TTAB Decision in District Court, Rather Than Limiting It to Its Initial Federal Circuit Election.....	14
D. Caselaw and Commentary Support Allowing a Party to Seek Review of a Second TTAB Decision in District Court After Appealing a First TTAB Decision to the Federal Circuit.	21
CONCLUSION.....	27
CERTIFICATE OF COMPLIANCE	i
CERTIFICATE OF SERVICE	ii

TABLE OF AUTHORITIES

Cases

<i>B & B Hardware, Inc. v. Hargis Indus., Inc.</i> , 575 U.S. 138 (2015).....	11
<i>Beaudet v. Quigg</i> , 1987 WL 16329 (D.D.C. Aug. 14, 1987)	21, 22
<i>Bloate v. U.S.</i> , 559 U.S. 196 (2010).....	6
<i>Christianson v. Colt Indus. Operating Corp.</i> , 486 U.S. 800 (1988).....	16
<i>Clark v. Martinez</i> , 543 U.S. 371 (2005).....	7
<i>Dep't of Homeland Sec. v. MacLean</i> , 135 S. Ct. 913 (2015).....	6
<i>Gillette Co. v. "42" Prods. Ltd., Inc.</i> , 435 F.2d 1114 (9th Cir. 1970)	15, 23, 24
<i>Hoover Co. v. Coe</i> , 325 U.S. 79 (1945).....	11, 12, 13
<i>IBP, Inc. v. Alvarez</i> , 546 U.S. 21 (2005).....	8
<i>Kappos v. Hyatt</i> , 566 U.S. 431 (2012).....	15, 19
<i>Sijapati v. Boente</i> , 848 F.3d 210 (4th Cir. 2017).....	7
<i>Swatch AG v. Beehive Wholesale, LLC</i> , 739 F.3d 150 (4th Cir. 2014).....	11, 15
<i>Tibbetts Indus., Inc. v. Knowles Elecs., Inc.</i> , 386 F.2d 209 (7th Cir. 1967).....	5, 15, 23, 24

United States v. Taylor,
975 F.2d 402 (7th Cir. 1992).....20

Statutes

15 U.S.C. §1071(a) *passim*

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3 Thomas McCarthy,
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INTRODUCTION

Congress provided a party dissatisfied with “the decision” of the Trademark Trial and Appeal Board with two options for review: appeal to the Federal Circuit under 15 U.S.C. §1071(a), or file a district court action under 15 U.S.C. §1071(b). Although Congress reasonably provided that a party that seeks Federal Circuit review of “the decision” waives its ability to seek district court review of that same decision (and vice-versa), nothing in the text, context, sound policy, or precedent supports the perverse result that electing Federal Circuit review of a 2014 TTAB decision precludes district court review of a different TTAB decision issued years later. Indeed, that counterintuitive notion never occurred to Frito-Lay until the District Court raised it *sua sponte* two years into this case. Frito-Lay’s belated effort to embrace this newfound theory falls well short of the mark. As to text, Frito-Lay merely repeats §1071’s waiver language, which only begs the question of what is waived (district court review of the decision appealed or district court review of all subsequent TTAB decisions), and provides no answer for the balance of the relevant text. Frito-Lay cites no supporting legislative history, and it cannot explain why Congress would have wanted to discourage Federal Circuit appeals or create jurisdictional traps. And its only support is inapposite *dicta* in an unpublished district court decision. In short, there is a reason Frito-Lay’s newfound statutory argument escaped it for two years: it is a misreading of §1071 and it cannot stand.

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