ESTTA Tracking number:

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Filing date:

12/11/2010

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

| Proceeding | 91193303 |
|---------------------------|--|
| Party | Plaintiff Allergan, Inc. |
| Correspondence Address | Kenneth L. Wilton Seyfarth Shaw LLP 2029 Century Park East, Suite 3500 Los Angeles, CA 90067-3021 UNITED STATES kwilton@seyfarth.com, kelko@seyfarth.com, hinchey_susan@allergan.com |
| Submission | Plaintiff's Notice of Reliance |
| Filer's Name | Kenneth L. Wilton |
| Filer's e-mail | kwilton@seyfarth.com, kelko@seyfarth.com |
| Signature | /Kenneth L. Wilton/ |
| Date | 12/11/2010 |
| Attachments | Fourth_Notice_of_Reliance.pdf (162 pages)(1518716 bytes) |



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

In the Matter of Application Serial No. 79/061,765 Published in the Official Gazette of September 8, 2009

ALLERGAN, INC.,

Opposer,

Opposition No. 91193303

v.

BOOT OX PTY LTD,

Applicant.

OPPOSER'S FOURTH NOTICE OF RELIANCE, PURSUANT TO RULE 2.122(e), ON OPPOSER'S 2003 FORM 10-K

Pursuant to Rule 2.122(e) of the Trademark Rules of Practice, Opposer Allergan, Inc. ("Opposer) hereby gives notice of its reliance at trial on the Form 10-K (Annual Report) it filed with the United States Securities and Exchange Commission on March 2, 2004 for the period ending December 31, 2003. A true and correct copy of the referenced Form 10-K is attached hereto as Exhibit 4. The Form 10-K was obtained from the Internet, and the printed version attached as Exhibit 4 identifies the date it was accessed and printed, and the URL from where it was obtained. *See Safer, Inc. v. OMS Invs., Inc.*, 94 USPQ2d 1031, 1039 (TTAB 2010).

The Form 10-K is relevant to the issue of the fame of the BOTOX[®] mark, in that it reflects revenue received by Opposer for sales of goods under the BOTOX[®] mark for the years ended 2003, 2002 and 2001. In addition, the Form 10-K discusses Opposer's direct-to-consumer



advertising of goods sold under the $BOTOX^{\textcircled{\$}}$ mark, and provides other information relevant to the fame of the mark.

SEYFARTH SHAW LLP

Date: December 10, 2010 By: /Kenneth L. Wilton/

Kenneth L. Wilton Attorneys for Opposer ALLERGAN, INC.

2029 Century Park East, Suite 3500 Los Angeles, CA 90067-3021 Telephone: (310) 277-7200 Facsimile: (310) 201-5219



EXHIBIT 4





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