

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Trademark Application of: Jose Esguerra

Application Serial No. 90222523

Application Filing Date: September 29, 2020

Mark: HULA

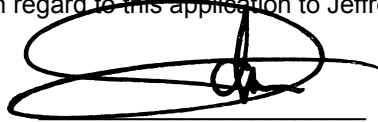
Law Office: 126

Examining Attorney: Shannon Keating

APPOINTMENT OF POWER OF ATTORNEY

Applicant hereby appoints Jeffrey A. Smith, a member of the bar of the state of Florida, Scott J. Major, a member of the bar of the state of Virginia, Michael S. Culver, a member of the bar of the state of Virginia and Adam D. Mandell, a member of the bar of the state of Virginia of the firm of Millen, White, Zelano & Branigan, P.C., 2200 Clarendon Boulevard, Suite 1400, Arlington, Virginia 22201 as its attorneys to prosecute this application with full power of substitution and revocation, to transact all business in the Patent and Trademark Office connected therewith, and to receive all correspondence, documentation and certificates.

Please direct all communications in regard to this application to Jeffrey A. Smith, Esq. at (703) 465-5355/smithj@mwzb.com.



Signature

Officer Name: Jose Esguerra

Officer Title: Owner

Dated: February 23, 2021

