

ESTTA Tracking number: **ESTTA352878**

Filing date: **06/15/2010**

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

Applicants:	HARVEY, STEVE McDonald, Rushion Anderson, Ricky
Application Serial Number:	76699855
Application Filing Date:	10/14/2009
Mark:	DATING GAME THE STEVE HARVEY MORNING SHOWS WE ARE NOT LOOKING FOR EVERYONE, WE ARE JUST LOOKING FOR YOU!
Date of Publication	05/25/2010

First 90 Day Request for Extension of Time to Oppose for Good Cause

Pursuant to 37 C.F.R. Section 2.102, Sony Pictures Television Inc., 10201 W. Washington Blvd., Culver City, CA 90232, UNITED STATES, a corporation organized under the laws of Delaware, respectfully requests that it be granted a 90-day extension of time to file a notice of opposition against the above-identified mark for cause shown.

Potential opposer believes that good cause is established for this request by:

- The potential opposer needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 06/24/2010. Sony Pictures Television Inc. respectfully requests that the time period within which to file an opposition be extended until 09/22/2010.

Respectfully submitted,
/Lynn S. Fruchter/
06/15/2010

Lynn S. Fruchter

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