

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

In the Matter of Application Serial No. 76712967 for LIVE THE MADNESS  
Published in the *Official Gazette* of May 7, 2013

**TTAB**

National Collegiate Athletic Association	)	
Opposer,	)	
	)	
v.	)	
	)	Opposition No.
Carlos Vieira	)	
Applicant.	)	

**MOTION FOR 60-DAY EXTENSION OF TIME TO OPPOSE**

Opposer, Home Box Office, Inc., hereby requests a sixty (60) day extension of time to oppose file a notice of opposition against the above-identified mark and that the deadline in the above-referenced potential opposition proceeding be reset as follows:

The time within which to file a notice of opposition is set to expire on 07/06/2013. The Opposer respectfully requests that the time period within which to file an opposition be extended until 09/04/2013. Opposer initially filed a thirty (30) day extension of time on May 10, 2013 which was never recorded by the TTAB (tracking number ESTTA537140/filing receipt attached).

For the reasons set forth herein, Opposer, respectfully requests that the Board grant this extension of time.

LOEB & LOEB LLP

Dated: July 8, 2013

By: /s/ Douglas N. Masters  
Douglas N. Masters  
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Chicago, IL 60654  
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*Attorneys for Opposer  
National Collegiate Athletic Association*



\*07-08-2013\*

U.S. Patent and Trademark Office #72

## Noreen Gosselin

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**From:** estta-server@uspto.gov  
**Sent:** Friday, May 10, 2013 11:28 AM  
**To:** CH Docket; Douglas Masters; Angela Ocasio Provencio; Noreen Gosselin  
**Subject:** ESTTA. Request for extension of time to file notice of opposition. confirmation receipt  
ID: ESTTA537140

Request for extension of time to file notice of opposition.

Tracking No: ESTTA537140

### ELECTRONIC SYSTEM FOR TRADEMARK TRIALS AND APPEALS Filing Receipt

We have received your Request for extension of time to file notice of opposition. submitted through the Trademark Trial and Appeal Board's ESTTA electronic filing system. This is the only receipt which will be sent for this paper. If the Board later determines that your submission is inappropriate and should not have been accepted through ESTTA, you will receive notification and appropriate action will be taken.

Please note:

Unless your submission fails to meet the minimum legal requirements for filing, the Board will not cancel the filing or refund any fee paid.

If you have a technical question, comment or concern about your ESTTA submission, call 571-272-8500 during business hours or e-mail at [estta@uspto.gov](mailto:estta@uspto.gov).

The status of any Board proceeding may be checked using TTABVUE which is available at <http://ttabvue.uspto.gov> Complete information on Board proceedings is not available through the TESS or TARR databases. Please allow a minimum of 2 business days for TTABVUE to be updated with information on your submission.

The Board will consider and take appropriate action on your filing in due course.

Printable version of your request is attached to this e-mail

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ESTTA server at <http://estta.uspto.gov>

ESTTA Tracking number: ESTTA537140  
Filing date: 05/10/2013

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

Applicant: Vieira, Carlos  
Application Serial Number: 76712967  
Application Filing Date: 12/03/2012

Mark: LIVE THE MADNESS  
Date of Publication: 05/07/2013

First 30 Day Request for Extension of Time to Oppose

Pursuant to 37 C.F.R. Section 2.102, The National Collegiate Athletic Association, P.O. BOX 6222, INDIANAPOLIS, IN 46206, UNITED STATES, a UNINCORPORATED ASSOC. INDIANA, organized under the laws of Indiana, respectfully requests that it be granted a 30-day extension of time to file a notice of opposition against the above-identified mark.

The time within which to file a notice of opposition is set to expire on 06/06/2013. The National Collegiate Athletic Association respectfully requests that the time period within which to file an opposition be extended until 07/06/2013.

Respectfully submitted,

Douglas N. Masters

/Douglas N. Masters/

05/10/2013

Douglas N. Masters

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UNITED STATES

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