

**UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
2900 Crystal Drive
Arlington, Virginia 22202-3513**

Mailed: July 19, 2004

Applicant: South Beach Beverage Company, Inc.
Serial No.: 76975886
Filed: 08/13/2002
Mark: SOBE

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Michelle Greenfield, Legal Assistant:

The request for extension of time to oppose filed July 12, 2004 on behalf of Soby's Restaurant is noted.

The time for filing a notice of opposition will not be extended beyond 180 days from the date of publication. Trademark Rule 2.102(c).

Because potential opposer has already been granted extensions of time aggregating 180 days from the date of publication, it is not entitled to further extension.

Accordingly, potential opposer's request is DENIED. Unless potential opposer has timely filed a notice of opposition, this extension proceeding will be terminated.