

ESTTA Tracking number: **ESTTA164742**

Filing date: **09/25/2007**

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

Applicant:	Experience Hendrix, L.L.C
Application Serial Number:	77018151
Application Filing Date:	10/10/2006
Mark:	JIMI HENDRIX
Date of Publication	08/28/2007

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

Pursuant to 37 C.F.R. Section 2.102, Electric Hendrix Spirits, LLC, 4918 Rainier Avenue South, Seattle, WA 98118, UNITED STATES, a limited liability company, organized under the laws of Nevada, 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 09/27/2007. Electric Hendrix Spirits, LLC respectfully requests that the time period within which to file an opposition be extended until 12/26/2007.

Respectfully submitted,

/Kevin G. Smith/

09/25/2007

Kevin G. Smith

Sughrue Mion, PLLC

2100 Pennsylvania Avenue, N.W.Suite 800

Washington, DC 20037

UNITED STATES

vmullineaux@sughrue.com, ksmith@sughrue.com

202-293-7060