

ESTTA Tracking number: **ESTTA197270**

Filing date: **03/10/2008**

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

Applicant:	<b>hex-o-gram.com llc</b>
Application Serial Number:	<b>77072211</b>
Application Filing Date:	<b>12/27/2006</b>
Mark:	<b>WWW. HEX-O-GRAM.COM " WHEN YOU WISH THE WORST SEND A CURSE</b>
Date of Publication	<b>02/26/2008</b>

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

Pursuant to 37 C.F.R. Section 2.102, Hallmark Licensing, Inc., 2440 Pershing Rd., MD 339, Kansas City, MO 64108, 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 03/27/2008. Hallmark Licensing, Inc. respectfully requests that the time period within which to file an opposition be extended until 06/25/2008.

Respectfully submitted,  
/david n. johnson/  
03/10/2008

**David N. Johnson**  
**Hallmark Cards, Incorporated**  
**2501 McGee Trafficway MD 339**  
**Kansas City, MO 64108**  
**UNITED STATES**  
**sgrabi2@hallmark.com**  
**816-274-5583**