

ESTTA Tracking number: **ESTTA193926**

Filing date: **02/20/2008**

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

Applicant:	<b>Cellfish Media, LLC</b>
Application Serial Number:	<b>77096926</b>
Application Filing Date:	<b>02/01/2007</b>
Mark:	<b>MY EGO</b>
Date of Publication	<b>02/12/2008</b>

### **First 30 Day Request for Extension of Time to Oppose**

Pursuant to 37 C.F.R. Section 2.102, Hutch Media, LLC, 828 7th Street, Santa Monica, CA 90403, UNITED STATES, a Limited Liability Company, organized under the laws of California, 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 03/13/2008. Hutch Media, LLC respectfully requests that the time period within which to file an opposition be extended until 04/12/2008.

Respectfully submitted,  
/monique m. hey ninck/  
02/20/2008

**Monique M. Heyninck**

**Stradling Yocca Carlson & Rauth**

**660 Newport Center Drive, Suite 1600**

**Newport Beach, CA 92660**

**UNITED STATES**

**mhey ninck@sycr.com**

**(949) 725-4000**