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Filing date: **08/28/2007**

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

Applicant:	365 Media USA, LLC
Application Serial Number:	77130501
Application Filing Date:	03/14/2007
Mark:	NOW TRIBE
Date of Publication	07/31/2007

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

Pursuant to 37 C.F.R. Section 2.102, Cleveland Indians Baseball Company Limited Partnership, 2401 Ontario Street, Cleveland, OH 44115, UNITED STATES, a limited partnership, organized under the laws of Ohio, 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 08/30/2007. Cleveland Indians Baseball Company Limited Partnership respectfully requests that the time period within which to file an opposition be extended until 11/28/2007.

Respectfully submitted,
/Heather L. Jensen/
08/28/2007

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