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Filing date: **05/21/2008**

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

Applicant:	Lorillard Licensing Company, LLC
Application Serial Number:	77194611
Application Filing Date:	05/31/2007
Mark:	SAVOR
Date of Publication	04/29/2008

First 30 Day Request for Extension of Time to Oppose

Pursuant to 37 C.F.R. Section 2.102, Max Rohr, Inc., 300 Delaware Avenue, Wilmington, DE 19801, UNITED STATES, a corporation organized under the laws of Delaware, 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 05/29/2008. Max Rohr, Inc. respectfully requests that the time period within which to file an opposition be extended until 06/28/2008.

Respectfully submitted,

/Charles W. Grimes/

05/21/2008

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