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

Applicant:	<b>Kesselman, Joshua</b>
Application Serial Number:	<b>77229067</b>
Application Filing Date:	<b>07/13/2007</b>
Mark:	<b>EFFEN</b>
Date of Publication	<b>02/12/2008</b>

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

Pursuant to 37 C.F.R. Section 2.102, PLANET 10 SPIRITS, LLC, 1 South Dearborn, Suite 1700, Chicago, IL 60601, UNITED STATES, a limited liability company, 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 03/13/2008. PLANET 10 SPIRITS, LLC respectfully requests that the time period within which to file an opposition be extended until 06/11/2008.

Respectfully submitted,

/Jeffrey H. Brown/

02/27/2008

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