

ESTTA Tracking number: **ESTTA215741**

Filing date: **06/05/2008**

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

Applicant:	<b>Cigno, Christina Michelle</b>
Application Serial Number:	<b>77254381</b>
Application Filing Date:	<b>08/14/2007</b>
Mark:	<b>BUILD A NECKLACE</b>
Date of Publication	<b>05/06/2008</b>

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

Pursuant to 37 C.F.R. Section 2.102, Build-A-Bear Retail Management, Inc., 1954 Innerbelt Business Center Drive, St. Louis, MO 63114-5760, 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 06/05/2008. Build-A-Bear Retail Management, Inc. respectfully requests that the time period within which to file an opposition be extended until 09/03/2008.

Respectfully submitted,  
/Mary Ann Moriarty/  
06/05/2008

**Mary Ann Moriarty**

**Build-A-Bear Retail Management, Inc.**

**1954 Innerbelt Business Center Drive**

**St. Louis, MO 63114-5760**

**UNITED STATES**

**mitzij@buildabear.com**

**314.423.8000**