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

Proceeding	77319089
Applicant	THE RETAIL EQUATION, INC.
Applied for Mark	PURCHASE REWARDS
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Submission	Applicant's Request to Extend
Attachments	7098264_1.pdf ( 2 pages )(51045 bytes )
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Signature	/Stacey R. Halpern/
Date	05/11/2009

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

Applicant : The Retail Equation, Inc. )  
Serial No. : 77/319,089 )  
Filed : November 1, 2007 )  
Mark : PURCHASE REWARDS )  
Examining Attorney : Robert Clark )  
Law Office : 101 )

I hereby certify that this correspondence and all marked attachments are being transmitted by electronic mail to the United States Patent and Trademark Office Trademark Trial and Appeal Board at <http://www.uspto.gov> on

May 11, 2009

(Date)



Stacey R. Halpern

**APPLICANT'S MOTION FOR EXTENSION OF TIME  
WITHIN WHICH TO FILE APPEAL BRIEF**

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

Dear Sir or Madam:

Registration of Applicant's above-referenced trademark has been refused under Trademark Act Section 2(e)(1), on the ground that Applicant's mark is merely description of Applicant's services. The current deadline for submission of Applicant's Appeal Brief is June 1, 2009.

Pursuant to T.B.M.P. Section 1203.02(d), Applicant respectfully requests a 60-day extension of time to file its Appeal Brief. Applicant submits that there is good cause for granting this extension as Applicant needs additional time to confer with counsel regarding its options and the appropriate course of action in this matter. If the Trademark Trial and Appeal Board has any

questions or requires any additional information, the Trademark Trial and Appeal Board is invited to telephone the undersigned at the telephone number listed below. Please charge Deposit Account No. 11-1410 for any fees which may be required.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP



Dated: May 11, 2009

By: \_\_\_\_\_

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