

ESTTA Tracking number: **ESTTA208719**

Filing date: **05/01/2008**

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

Applicant:	CJ Apparel Group, LLC
Application Serial Number:	77330177
Application Filing Date:	11/15/2007
Mark:	SUGAR REEF
Date of Publication	04/01/2008

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

Pursuant to 37 C.F.R. Section 2.102, Back Beat, Inc., 17462 Von Karman Avenue, Irvine, CA 92614, UNITED STATES, a corporation organized under the laws of California, 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 05/01/2008. Back Beat, Inc. respectfully requests that the time period within which to file an opposition be extended until 07/30/2008.

Respectfully submitted,
/Michael J. MacDermott/
05/01/2008

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