

ESTTA Tracking number: **ESTTA250345**

Filing date: **11/20/2008**

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

Applicant:	Arianna Farms 'Ono Kona Coffee, LLC
Application Serial Number:	77359758
Application Filing Date:	12/26/2007
Mark:	THE NAKED BEAN
Date of Publication	10/21/2008

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

Pursuant to 37 C.F.R. Section 2.102, Bear Naked, Inc., One Kellogg Square PO Box 3599, Battle Creek, MI 49016, 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 causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- The potential opposer needs additional time to confer with counsel

The time within which to file a notice of opposition is set to expire on 11/20/2008. Bear Naked, Inc. respectfully requests that the time period within which to file an opposition be extended until 02/18/2009.

Respectfully submitted,
/David A. Herdman/
11/20/2008

David A. Herdman

Corporate Counsel

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