

ESTTA Tracking number: **ESTTA415279**

Filing date: **06/20/2011**

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

Applicant:	<b>OpenX Limited</b>
Application Serial Number:	<b>77394761</b>
Application Filing Date:	<b>02/12/2008</b>
Mark:	<b>OPENX</b>
Date of Publication	<b>05/24/2011</b>

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

Pursuant to 37 C.F.R. Section 2.102, American Express Travel Related Services Company, Inc., 200 Vesey Street, NEW YORK, NY 10285, UNITED STATES, a corporation organized under the laws of New York, 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 06/23/2011. American Express Travel Related Services Company, Inc. respectfully requests that the time period within which to file an opposition be extended until 09/21/2011.

Respectfully submitted,  
/Boris Umansky/  
06/20/2011

**Boris Umansky**

**Leydig, Voit & Mayer, Ltd.**

**180 N. Stetson, Ste. 4900 Two Prudential Plaza**

**Chicago, IL 60601**

**UNITED STATES**

**bumansky@leydig.com, trademark@leydig.com**

**312-616-5600**