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Filing date: **07/30/2008**

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

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| Applicant: | philosophy, inc. |
| Application Serial Number: | 77426982 |
| Application Filing Date: | 03/20/2008 |
| Mark: | PHILOSOPHY |
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First 90 Day Request for Extension of Time to Oppose for Good Cause

Pursuant to 37 C.F.R. Section 2.102, The Sunrider Corporation d/b/a Sunrider International, 1625 Abalone Avenue, Torrance, CA 90501, UNITED STATES, a corporation organized under the laws of Utah , 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 is engaged in settlement discussions with applicant

The time within which to file a notice of opposition is set to expire on 07/31/2008. The Sunrider Corporation d/ b/a Sunrider International respectfully requests that the time period within which to file an opposition be extended until 10/29/2008.

Respectfully submitted,

/RA/

07/30/2008

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UNITED STATES

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