

ESTTA Tracking number: **ESTTA271003**

Filing date: **03/10/2009**

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

Applicant:	U.S. Preventive Medicine, Inc.
Application Serial Number:	77438106
Application Filing Date:	04/02/2008
Mark:	THE USPM PREVENTION PLAN
Date of Publication	03/10/2009

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

Pursuant to 37 C.F.R. Section 2.102, Rodale Inc., 33 East Minor Street, Emmaus, PA 18098-0099, UNITED STATES, a corporation organized under the laws of Pennsylvania, 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 04/09/2009. Rodale Inc. respectfully requests that the time period within which to file an opposition be extended until 07/08/2009.

Respectfully submitted,
/Kevin G. Smith/
03/10/2009

Kevin G. Smith

Sughrue Mion, PLLC

2100 Pennsylvania Avenue, N.W.Suite 800

Washington, DC 20037

UNITED STATES

vmullineaux@sughrue.com, ksmith@sughrue.com

202-293-7060