

ESTTA Tracking number: **ESTTA239650**

Filing date: **09/29/2008**

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

Applicant:	<b>Insurance Auto Auctions, Inc.</b>
Application Serial Number:	<b>77441894</b>
Application Filing Date:	<b>04/07/2008</b>
Mark:	<b>I-PAY</b>
Date of Publication	<b>09/02/2008</b>

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

Pursuant to 37 C.F.R. Section 2.102, Hi Media, 6, rue Saint Joseph, Paris, F-75002, FRANCE, a Soci&eacute;t&eacute; anonyme &agrave; conseil d'Adm., organized under the laws of France , 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 10/02/2008. Hi Media respectfully requests that the time period within which to file an opposition be extended until 12/31/2008.

Respectfully submitted,  
/Jess M. Collen/  
09/29/2008

**Jess M. Collen**

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