

ESTTA Tracking number: **ESTTA283735**

Filing date: **05/13/2009**

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

Applicant:	Pebble Beach Company
Application Serial Number:	77442535
Application Filing Date:	04/08/2008
Mark:	PEBBLE BEACH FOOD & WINE
Date of Publication	04/14/2009

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

Pursuant to 37 C.F.R. Section 2.102, American Express Marketing & Development Corp., 200 Vesey Street, New York, NY 10285, 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 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 05/14/2009. American Express Marketing & Development Corp. respectfully requests that the time period within which to file an opposition be extended until 08/12/2009.

Respectfully submitted,
/Frances M Jagla/
05/13/2009

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