

ESTTA Tracking number: **ESTTA241708**

Filing date: **10/09/2008**

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

Applicant:	<b>AmeriMark Direct LLC</b>
Application Serial Number:	<b>77450490</b>
Application Filing Date:	<b>04/17/2008</b>
Mark:	<b>HEALTHY LIVING BY AMERIMARK</b>
Date of Publication	<b>09/09/2008</b>

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

Pursuant to 37 C.F.R. Section 2.102, Samsung America, Inc., 105 Challenger Road, Ridgefield Park, NJ 07660, 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 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 10/09/2008. Samsung America, Inc. respectfully requests that the time period within which to file an opposition be extended until 01/07/2009.

Respectfully submitted,

/Robert W. Smith/

10/09/2008

**Robert W. Smith**

**McCarter & English LLP**

**100 Mulberry Street Four Gateway Center**

**Newark, NJ 07102**

**UNITED STATES**

**mboyce@mccarter.com**

**973 622 4444**