

ESTTA Tracking number: **ESTTA347761**

Filing date: **05/17/2010**

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

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| Applicant: | Jamba Juice Company |
| Application Serial Number: | 77489642 |
| Application Filing Date: | 06/03/2008 |
| Mark: | JAMBA |
| Date of Publication | 05/04/2010 |

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

Pursuant to 37 C.F.R. Section 2.102, Fox Mobile Distribution, LLC, 345 North Maple Drive, Suite 353, Beverly Hills, CA 90210, UNITED STATES, a Limited Liability Company, 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 needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 06/03/2010. Fox Mobile Distribution, LLC respectfully requests that the time period within which to file an opposition be extended until 09/01/2010.

Respectfully submitted,

/Tina M. Pompey/

05/17/2010

Tina M. Pompey, Esq.

FOX GROUP LEGAL

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