

ESTTA Tracking number: **ESTTA248049**

Filing date: **11/11/2008**

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

Applicant:	<b>Very Fetching Company, Inc.</b>
Application Serial Number:	<b>77527981</b>
Application Filing Date:	<b>07/22/2008</b>
Mark:	<b>DAWN</b>
Date of Publication	<b>10/14/2008</b>

### **First 30 Day Request for Extension of Time to Oppose**

Pursuant to 37 C.F.R. Section 2.102, The Procter & Gamble Company, 1 Procter & Gamble Plaza, Cincinnati, OH 45202, UNITED STATES, a corporation organized under the laws of USA, respectfully requests that it be granted a 30-day extension of time to file a notice of opposition against the above-identified mark.

The time within which to file a notice of opposition is set to expire on 11/13/2008. The Procter & Gamble Company respectfully requests that the time period within which to file an opposition be extended until 12/13/2008.

Respectfully submitted,  
/atan/  
11/11/2008

**Alison Tan**

**The Procter & Gamble Company**

**299 E. Sixth Street, S5-217**

**Cincinnati, OH 45202**

**UNITED STATES**

**pgtrademarks.im@pg.com**

**513-983-2798**