

ESTTA Tracking number: **ESTTA335792**

Filing date: **03/05/2010**

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

Applicant:	Loyalty Management Group Analytics Limited
Application Serial Number:	77617040
Application Filing Date:	11/18/2008
Mark:	ASCENTI
Date of Publication	02/09/2010

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

Pursuant to 37 C.F.R. Section 2.102, Ascent Media Group, LLC, 520 Broadway, 5th Floor, Santa Monica, CA 90401, 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 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 03/11/2010. Ascent Media Group, LLC respectfully requests that the time period within which to file an opposition be extended until 06/09/2010.

Respectfully submitted,
/victor sapphire/
03/05/2010

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