

ESTTA Tracking number: **ESTTA325911**

Filing date: **01/08/2010**

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

Applicant:	<b>Standard Motor Products, Inc.</b>
Application Serial Number:	<b>77639948</b>
Application Filing Date:	<b>12/24/2008</b>
Mark:	<b>SMP</b>
Date of Publication	<b>12/22/2009</b>

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

Pursuant to 37 C.F.R. Section 2.102, The Armor All/STP Products Company, 1221 Broadway, Oakland, CA 94612, 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 needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 01/21/2010. The Armor All/STP Products Company respectfully requests that the time period within which to file an opposition be extended until 04/21/2010.

Respectfully submitted,  
/adam brink/  
01/08/2010

**Adam Brink**

**1221 Broadway**

**Oakland, CA 94612**

**UNITED STATES**

**trademarks@clorox.com**

**510 208 1496**