

ESTTA Tracking number: **ESTTA307383**

Filing date: **09/22/2009**

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

Applicant:	<b>Aldi Inc.</b>
Application Serial Number:	<b>77704377</b>
Application Filing Date:	<b>04/01/2009</b>
Mark:	<b>PURAQUA</b>
Date of Publication	<b>09/01/2009</b>

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

Pursuant to 37 C.F.R. Section 2.102, The Procter & Gamble Company, One Procter & Gamble Plaza, Cincinnati, OH 45202, UNITED STATES, a corporation organized under the laws of Ohio, 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 10/01/2009. The Procter & Gamble Company respectfully requests that the time period within which to file an opposition be extended until 12/30/2009.

Respectfully submitted,  
/newtonra/  
09/22/2009

**R. Adam Newton**

**The Procter & Gamble Company**

**299 East Sixth Street**

**Cincinnati, OH 45202**

**UNITED STATES**

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