

ESTTA Tracking number: **ESTTA315523**

Filing date: **11/06/2009**

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

Applicant:	Hot Mama, Inc.
Application Serial Number:	77747927
Application Filing Date:	05/29/2009
Mark:	MOMMYLICIOUS
Date of Publication	10/13/2009

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

Pursuant to 37 C.F.R. Section 2.102, Aktieselskabet af 21.November 2001, Fredskovvej 5, Brande, DK-7330, DENMARK, a corporation organized under the laws of Denmark , 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 11/12/2009. Aktieselskabet af 21.November 2001 respectfully requests that the time period within which to file an opposition be extended until 02/10/2010.

Respectfully submitted,

/bni/

11/06/2009

Bassam N. Ibrahim

Buchanan Ingersoll & Rooney PC

P.O. Box 1404

Alexandria, VA 22313-1404

UNITED STATES

bassam.ibrahim@bipc.com

703-836-6620