

ESTTA Tracking number: **ESTTA511822**

Filing date: **12/19/2012**

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

Applicant:	Best Buy Canada Ltd. / Magasins Best Buy Ltee
Application Serial Number:	77841403
Application Filing Date:	10/05/2009
Mark:	GET IT FIRST
Date of Publication	11/20/2012

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

Pursuant to 37 C.F.R. Section 2.102, First Financial Bancorp, 255 East Fifth Street, Suite 700, 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 12/20/2012. First Financial Bancorp respectfully requests that the time period within which to file an opposition be extended until 03/20/2013.

Respectfully submitted,
/j. michael hurst/
12/19/2012

J. Michael Hurst

Keating Muething & Klekamp PLL

One East Fourth Street, Suite 1400

Cincinnati, OH 45202

UNITED STATES

mhurst@kmklaw.com

5135621401