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Filing date: **02/09/2011**

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

Applicant:	MLB Advanced Media, L.P.
Application Serial Number:	77864767
Application Filing Date:	11/04/2009
Mark:	AT BAT
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First 30 Day Request for Extension of Time to Oppose

Pursuant to 37 C.F.R. Section 2.102, Brand Affinity Technologies, Inc., 101 ACADEMY Way, SUITE 110, Irvine, CA 92617, UNITED STATES, a corporation organized under the laws of Delaware, respectfully requests that it be granted a 30-day extension of time to file a notice of opposition against the above-identified mark.

The time within which to file a notice of opposition is set to expire on 02/10/2011. Brand Affinity Technologies, Inc. respectfully requests that the time period within which to file an opposition be extended until 03/12/2011.

Respectfully submitted,

/efb/

02/09/2011

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