

ESTTA Tracking number: **ESTTA397058**

Filing date: **03/09/2011**

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
Date of Publication	01/11/2011

60 Day Request for Extension of Time to Oppose for Good Cause

Pursuant to 37 C.F.R. Section 2.102, Brand Affinity Technologies, Inc., 101 ACADEMY Way, SUITE 110, Irvine, CA 92617, UNITED STATES respectfully requests that he/she/it be granted an additional 60-day extension of time to file a notice of opposition against the above-identified mark for cause shown .

Potential opposer believes that good causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- The potential opposer needs additional time to confer with counsel

The time within which to file a notice of opposition is set to expire on 03/12/2011. Brand Affinity Technologies, Inc. respectfully requests that the time period within which to file an opposition be extended until 05/11/2011.

Respectfully submitted,
/efb/

03/09/2011

Edward F. Behm, Jr.

Drinker Biddle & Reath LLP

One Logan Square Suite 2000

Philadelphia, PA 19103

UNITED STATES

edward.behm@dbr.com

215-998-1114