

ESTTA Tracking number: **ESTTA355489**

Filing date: **06/29/2010**

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

Applicant:	Excel Design, Inc.
Application Serial Number:	77912192
Application Filing Date:	01/14/2010
Mark:	BUILD A BORDER
Date of Publication	06/01/2010

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

Pursuant to 37 C.F.R. Section 2.102, Build-A-Bear Retail Management, Inc., 1954 Innerbelt Business Center Drive, St. Louis, MO 63114-5760, UNITED STATES, a corporation organized under the laws of Delaware, 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 07/01/2010. Build-A-Bear Retail Management, Inc. respectfully requests that the time period within which to file an opposition be extended until 09/29/2010.

Respectfully submitted,
/Mary Ann Frances Mackey/
06/29/2010

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