

ESTTA Tracking number: **ESTTA355478**

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

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

Applicant:	<b>Days of Wonder, Inc.</b>
Application Serial Number:	<b>77916985</b>
Application Filing Date:	<b>01/21/2010</b>
Mark:	<b>FICTIONAIRE</b>
Date of Publication	<b>06/08/2010</b>

### **First 30 Day Request for Extension of Time to Oppose**

Pursuant to 37 C.F.R. Section 2.102, Mattel, Inc., 333 Continental Blvd., M1-1518, El Segundo, CA 90245, 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 07/08/2010. Mattel, Inc. respectfully requests that the time period within which to file an opposition be extended until 08/07/2010.

Respectfully submitted,

/mcm/

06/29/2010

**Michael Moore**

**Attorney of Record**

**Mattel, Inc.**

**333 Continental Blvd., M1-1518**

**El Segundo, CA 90245**

**UNITED STATES**

**Michael.Moore@Mattel.com**

**310-252-6733**