

ESTTA Tracking number: **ESTTA3819**

Filing date: **12/11/2003**

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

Applicant: **Meredith Corporation**  
Application Serial Number: **78198896**  
Application Filing Date: **12/31/2002**  
Mark: **AMERICAN BABY**  
Date of Publication **11/11/2003**

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

Pursuant to 37 C.F.R. Section 2.102, Joseph J Sitt, 139 5th Avenue 4th Floor, New York, NY 10010, UNITED STATES, an individual and a citizen of UNITED STATES respectfully requests that he/she 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 12/11/2003. Joseph J Sitt respectfully requests that the time period within which to file an opposition be extended until 03/10/2004.

Respectfully submitted,

/jbs/ 12/11/2003

**James B. Swire**

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