

ESTTA Tracking number: **ESTTA12871**

Filing date: **08/04/2004**

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

Applicant: **CCE-Televisa Music Promotions, LLC**
Application Serial Number: **78247751**
Application Filing Date: **05/09/2003**
Mark: **VIVELO**
Date of Publication **07/06/2004**

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

Pursuant to 37 C.F.R. Section 2.102, Spanish Broadcasting System, Inc., 2601 South Bayshore Drive, Penthouse 2, Coconut Grove, FL 33133, 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 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
- *Potential Opposer has exchanged a number of letters with the Applicant's counsel in an attempt to resolve this matter. In addition to the above stated good cause reasons, Potential Opposer believes this to be yet another good cause basis for the extension.*

The time within which to file a notice of opposition is set to expire on 08/05/2004. Spanish Broadcasting System, Inc. respectfully requests that the time period within which to file an opposition be extended until 11/03/2004.

Respectfully submitted,
/john p rynkiewicz/
08/04/2004

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