

ESTTA Tracking number: **ESTTA11480**

Filing date: **07/12/2004**

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

Applicant: **Hilton Hospitality, Inc.**  
Application Serial Number: **78284043**  
Application Filing Date: **08/06/2003**  
Mark: **PURITY BASICS**  
Date of Publication **05/11/2004**

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

Pursuant to 37 C.F.R. Section 2.102, J-Rich Clinic, Inc., d/b/a REAL PURITY, P.O. Box 307, Grass Lake, MI 49240, 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 confer with counsel
- The potential opposer is engaged in settlement discussions with applicant
- *Counsel for Hilton Hospitality has consented in writing to an additional 60-day extension (copy supplied upon request).*

The time within which to file a notice of opposition is set to expire on 07/10/2004. J-Rich Clinic, Inc., d/b/a REAL PURITY respectfully requests that the time period within which to file an opposition be extended until 09/08/2004.

Respectfully submitted,  
/Eric C. Grimm/  
07/12/2004

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