

ESTTA Tracking number: **ESTTA15550**

Filing date: **09/22/2004**

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

Applicant: **Incredible Pizza Co. Inc.**  
Application Serial Number: **78300345**  
Application Filing Date: **09/15/2003**  
Mark: **INCREDIBLE PIZZA COMPANY**  
Date of Publication **08/24/2004**

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

Pursuant to 37 C.F.R. Section 2.102, JIPC Management, Inc., 1 Orchard Road, Lake Forest, CA 92630, UNITED STATES, a corporation organized under the laws of California, 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
- *The potential opposer needs additional time to prepare the claim*

The time within which to file a notice of opposition is set to expire on 09/23/2004. JIPC Management, Inc. respectfully requests that the time period within which to file an opposition be extended until 12/22/2004.

Respectfully submitted,  
/John C. Motley/  
09/22/2004

**John C. Motley**  
**Stoel Rives LLP**  
**900 SW Fifth Avenue**  
**Portland, OR 97204-1268**  
**UNITED STATES**  
**TM-PDX@STOEL.COM**

**(503) 294-9584**