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Filing date: **06/20/2006**

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

Applicant:	Sharp Spear Enterprises, L.L.C.
Application Serial Number:	78594826
Application Filing Date:	03/24/2005
Mark:	MARKETING MADNESS
Date of Publication	06/13/2006

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

Pursuant to 37 C.F.R. Section 2.102, March Madness Athletic Association LLC, 2715 McGraw Drive, Bloomington, IL 61704, UNITED STATES, a Limited Liability Company, organized under the laws of Illinois, 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 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 07/13/2006. March Madness Athletic Association LLC respectfully requests that the time period within which to file an opposition be extended until 10/11/2006.

Respectfully submitted,
/douglas n masters/
06/20/2006

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