

ESTTA Tracking number: **ESTTA122654**

Filing date: **01/31/2007**

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

Applicant:	Econcentro, LP
Application Serial Number:	78600455
Application Filing Date:	04/01/2005
Mark:	AQUA VIDA
Date of Publication	01/09/2007

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

Pursuant to 37 C.F.R. Section 2.102, PEPSICO, INC., 700 ANDERSON HILL ROAD, PURCHASE, NY 10577, UNITED STATES, a corporation organized under the laws of NORTH CAROLINA, 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 time within which to file a notice of opposition is set to expire on 02/08/2007. PEPSICO, INC. respectfully requests that the time period within which to file an opposition be extended until 05/09/2007.

Respectfully submitted,
/elizabeth n bilus/
01/31/2007

ELIZABETH N. BILUS

PEPSICO, INC.

700 ANDERSON HILL ROAD

PURCHASE, NY 10577

UNITED STATES

LORI.BARNETT@PEPSI.COM

914-253-3443