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Filing date: **04/03/2006**

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

Applicant:	<b>Frito-Lay North America, Inc.</b>
Application Serial Number:	<b>78603766</b>
Application Filing Date:	<b>04/07/2005</b>
Mark:	<b>FRITO LAY GOOD FOOD FOR THE FUN OF IT!</b>
Date of Publication	<b>03/14/2006</b>

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

Pursuant to 37 C.F.R. Section 2.102, Peter Piper, Inc., 14635 N. Kierland Blvd., Scottsdale, AZ 85254, UNITED STATES, a corporation organized under the laws of AZ, 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 04/13/2006. Peter Piper, Inc. respectfully requests that the time period within which to file an opposition be extended until 07/12/2006.

Respectfully submitted,  
/Fred H. Perkins/  
04/03/2006

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