

ESTTA Tracking number: **ESTTA83480**

Filing date: **06/01/2006**

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

Applicant:	American Communications Group, Inc.
Application Serial Number:	78683446
Application Filing Date:	08/02/2005
Mark:	MEDIAMAXIMIZER
Date of Publication	05/09/2006

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

Pursuant to 37 C.F.R. Section 2.102, Arbitron Inc., 9705 Patuxent Woods Drive, Columbia, MD 21046, UNITED STATES, a corporation organized under the laws of Delaware, 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 is engaged in settlement discussions with applicant

The time within which to file a notice of opposition is set to expire on 06/08/2006. Arbitron Inc. respectfully requests that the time period within which to file an opposition be extended until 09/06/2006.

Respectfully submitted,

/mark j. speciner/

06/01/2006

Mark J. Speciner

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