

ESTTA Tracking number: **ESTTA93124**

Filing date: **08/03/2006**

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

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|----------------------------|---------------------------------------|
| Applicant: | Chattanooga Publishing Company |
| Application Serial Number: | 78740892 |
| Application Filing Date: | 10/26/2005 |
| Mark: | IN THE CITY |
| Date of Publication | 07/04/2006 |

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

Pursuant to 37 C.F.R. Section 2.102, Home Box Office, Inc., 1100 Avenue of the Americas, New York, NY 10036, 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 needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 08/03/2006. Home Box Office, Inc. respectfully requests that the time period within which to file an opposition be extended until 11/01/2006.

Respectfully submitted,

/erin hennessy/

08/03/2006

Erin S. Hennessy

Time Warner Inc.

One Time Warner Center 14th Fl.

New York, NY 10019

UNITED STATES

erin.hennessy@timewarner.com, randy.ferguson@timewarner.com, tia.lantz@timewarner.com

212-484-8140