

ESTTA Tracking number: **ESTTA200992**

Filing date: **03/27/2008**

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

Applicant:	Play Ltd.
Application Serial Number:	78795065
Application Filing Date:	01/19/2006
Mark:	PLAY USA
Date of Publication	03/18/2008

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

Pursuant to 37 C.F.R. Section 2.102, The New York Times Company, 620 Eighth Avenue, New York, NY 10018, UNITED STATES, a corporation organized under the laws of New York, 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 confer with counsel

The time within which to file a notice of opposition is set to expire on 04/17/2008. The New York Times Company respectfully requests that the time period within which to file an opposition be extended until 07/16/2008.

Respectfully submitted,
/Jordan A. LaVine/
03/27/2008

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