

ESTTA Tracking number: **ESTTA105685**

Filing date: **10/24/2006**

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

Applicant:	<b>Crush Entertainment, Inc.</b>
Application Serial Number:	<b>78806994</b>
Application Filing Date:	<b>02/03/2006</b>
Mark:	<b>CRUSH</b>
Date of Publication	<b>09/26/2006</b>

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

Pursuant to 37 C.F.R. Section 2.102, Dr Pepper/Seven Up, Inc., 5301 Legacy Drive, Plano, TX 75024, 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 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 10/26/2006. Dr Pepper/Seven Up, Inc. respectfully requests that the time period within which to file an opposition be extended until 01/24/2007.

Respectfully submitted,  
/Elisabeth Stewart Bradley/  
10/24/2006

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