

ESTTA Tracking number: **ESTTA113312**

Filing date: **12/06/2006**

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

Applicant:	Dr Pepper/Seven Up, Inc.
Application Serial Number:	78890003
Application Filing Date:	05/23/2006
Mark:	MO:JOE SWEET SHOT
Date of Publication	12/05/2006

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

Pursuant to 37 C.F.R. Section 2.102, Clif Bar & Co., 1610 Fifth Street, Berkeley, CA 94710, UNITED STATES, a corporation organized under the laws of California, 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 01/04/2007. Clif Bar & Co. respectfully requests that the time period within which to file an opposition be extended until 04/04/2007.

Respectfully submitted,

/elp/

12/06/2006

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