

ESTTA Tracking number: **ESTTA135140**

Filing date: **04/12/2007**

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

Applicant:	<b>Norris, Charles</b>
Application Serial Number:	<b>78935768</b>
Application Filing Date:	<b>07/24/2006</b>
Mark:	<b>CHERISH</b>
Date of Publication	<b>03/13/2007</b>

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

Pursuant to 37 C.F.R. Section 2.102, SHO'NUFF-CRI LLC, 1750 North Vine Street, Hollywood, CA 90028, UNITED STATES, a limited liability company, 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 04/12/2007. SHO'NUFF-CRI LLC respectfully requests that the time period within which to file an opposition be extended until 07/11/2007.

Respectfully submitted,  
/Gianni Servodidio/  
04/12/2007

**Gianni Servodidio**

**Jenner & Block LLP**

**919 Third Avenue 37th Floor**

**New York, NY 10022**

**UNITED STATES**

**gservodidio@jenner.com, cwilhelm@jenner.com, nytm@jenner.com**

**212-891-1600**