

ESTTA Tracking number: **ESTTA142073**

Filing date: **05/23/2007**

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

Applicant:	<b>BLB, Inc.</b>
Application Serial Number:	<b>78960216</b>
Application Filing Date:	<b>08/25/2006</b>
Mark:	<b>FLIRTY 30</b>
Date of Publication	<b>04/24/2007</b>

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

Pursuant to 37 C.F.R. Section 2.102, Vanity Fair, Inc., One Fruit of the Loom Drive, Bowling Green, KY 42103, 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 05/24/2007. Vanity Fair, Inc. respectfully requests that the time period within which to file an opposition be extended until 08/22/2007.

Respectfully submitted,  
/hlw/

05/23/2007

**Helen L. Winslow**

**Vanity Fair, Inc.**

**One Fruit of the Loom Drive**

**Bowling Green, KY 42103**

**UNITED STATES**

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