

ESTTA Tracking number: **ESTTA383627**

Filing date: **12/14/2010**

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

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| Applicant: | ECO&MOBILITE |
| Application Serial Number: | 79085056 |
| Application Filing Date: | 05/20/2010 |
| Mark: | SIMPLYCITY |
| Date of Publication | 11/16/2010 |

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

Pursuant to 37 C.F.R. Section 2.102, Briggs & Stratton Corporation, 12301 W. Wirth Street, Wauwatosa, WI 53222, UNITED STATES, a corporation organized under the laws of Wisconsin, 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 12/16/2010. Briggs & Stratton Corporation respectfully requests that the time period within which to file an opposition be extended until 03/16/2011.

Respectfully submitted,
/James L. Vana/
12/14/2010

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