

ESTTA Tracking number: **ESTTA373682**

Filing date: **10/18/2010**

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

Applicant:	<b>FLAV, INC.</b>
Application Serial Number:	<b>85029149</b>
Application Filing Date:	<b>05/03/2010</b>
Mark:	<b>FLAV</b>
Date of Publication	<b>10/05/2010</b>

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

Pursuant to 37 C.F.R. Section 2.102, Mars, Incorporated, 6885 Elm Street, McLean, VA 22101, 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 11/04/2010. Mars, Incorporated respectfully requests that the time period within which to file an opposition be extended until 02/02/2011.

Respectfully submitted,  
/Loni J. Sherwin/  
10/18/2010

**Cristina A. Carvalho, Loni J. Sherwin**

**Arent Fox LLP**

**1050 Connecticut Ave. NW**

**Washington, DC 20036**

**UNITED STATES**

**carvalho.cristina@arentfox.com, sherwin.loni@arentfox.com, booth.heather@arentfox.com,  
tmdocket@arentfox.com, marsdocket@arentfox.com**