

ESTTA Tracking number: **ESTTA408401**

Filing date: **05/11/2011**

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

Applicant:	<b>RIVIERA DATA CORP</b>
Application Serial Number:	<b>85036526</b>
Application Filing Date:	<b>05/12/2010</b>
Mark:	<b>SOCIAL INTELLIGENCE</b>
Date of Publication	<b>05/10/2011</b>

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

Pursuant to 37 C.F.R. Section 2.102, SOCIALCAST INC., 19 South Park Street, San Francisco, CA 94107, 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 is engaged in settlement discussions with applicant

The time within which to file a notice of opposition is set to expire on 06/09/2011. SOCIALCAST INC. respectfully requests that the time period within which to file an opposition be extended until 09/07/2011.

Respectfully submitted,

/bc/

05/11/2011

**Benjamin A. Costa**

**Ridder, Costa & Johnstone LLP**

**12 Geary Street Suite 701**

**San Francisco, CA 94108**

**UNITED STATES**

**trademark@rcjlawgroup.com**

**415391311**