

ESTTA Tracking number: **ESTTA376790**

Filing date: **11/04/2010**

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

Applicants:	Katherine A. Dasta Kelly A. McCarthy-Rettig
Application Serial Number:	85042323
Application Filing Date:	05/19/2010
Mark:	THE ESSENCE PROJECT
Date of Publication	10/19/2010

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

Pursuant to 37 C.F.R. Section 2.102, Essence Communications Inc., 135 West 50th Street, New York, NY 10020, 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 cause is established for this request by:

- 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 11/18/2010. Essence Communications Inc. respectfully requests that the time period within which to file an opposition be extended until 02/16/2011.

Respectfully submitted,

/Paul A. Lee/

11/04/2010

Paul A. Lee

Time Inc.

1271 Avenue of the Americas

New York, NY 10020

UNITED STATES

tipto@timeinc.com

212-522-3383