

ESTTA Tracking number: **ESTTA378162**

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

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

Applicant:	Sandhills Publishing Company
Application Serial Number:	85055178
Application Filing Date:	06/04/2010
Mark:	MACHINERY TRADER AUCTION RESULTS
Date of Publication	11/09/2010

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

Pursuant to 37 C.F.R. Section 2.102, Ritchie Bros Auctioneers Incorporated, 9500 Glenlyon Parkway, Burnaby, BC V5J0C6, CANADA, a corporation organized under the laws of Canada, 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 12/09/2010. Ritchie Bros Auctioneers Incorporated respectfully requests that the time period within which to file an opposition be extended until 03/09/2011.

Respectfully submitted,
/James P. Quinn/
11/11/2010

James P. Quinn

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