

ESTTA Tracking number: **ESTTA394820**

Filing date: **02/23/2011**

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

Applicant:	<b>Elite Brands Inc.</b>
Application Serial Number:	<b>85107222</b>
Application Filing Date:	<b>08/13/2010</b>
Mark:	<b>TAKE ONE</b>
Date of Publication	<b>01/25/2011</b>

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

Pursuant to 37 C.F.R. Section 2.102, Take-Two Interactive Software, Inc., 622 Broadway, New York, NY 10012, 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 02/24/2011. Take-Two Interactive Software, Inc. respectfully requests that the time period within which to file an opposition be extended until 05/25/2011.

Respectfully submitted,  
/Katherine Todd/  
02/23/2011

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