

ESTTA Tracking number: **ESTTA437381**

Filing date: **10/24/2011**

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

Applicant:	<b>MATTEL, INC.</b>
Application Serial Number:	<b>85200652</b>
Application Filing Date:	<b>12/17/2010</b>
Mark:	<b>MY VERY REAL BABY</b>
Date of Publication	<b>10/04/2011</b>

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

Pursuant to 37 C.F.R. Section 2.102, HASBRO, INC., 1027 Newport Avenue, Pawtucket, RI 02862, UNITED STATES, a corporation organized under the laws of Rhode Island, 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 11/03/2011. HASBRO, INC. respectfully requests that the time period within which to file an opposition be extended until 02/01/2012.

Respectfully submitted,  
/Paul N. Vanasse/  
10/24/2011

**Paul N. Vanasse**

**Global Director of IP and Enforcement**

**HASBRO, INC.**

**1027 Newport Avenue**

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**UNITED STATES**

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