

ESTTA Tracking number: **ESTTA403778**

Filing date: **04/14/2011**

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

Applicant:	<b>J.C. Penney Corporation, Inc.</b>
Application Serial Number:	<b>85214649</b>
Application Filing Date:	<b>01/11/2011</b>
Mark:	<b>WE MAKE IT AFFORDABLE. YOU MAKE IT YOURS.</b>
Date of Publication	<b>03/29/2011</b>

### **First 30 Day Request for Extension of Time to Oppose**

Pursuant to 37 C.F.R. Section 2.102, Dominion Jewelers, 107 Rowell Court, Falls Church, VA 22046, UNITED STATES, a corporation organized under the laws of Virginia, respectfully requests that it be granted a 30-day extension of time to file a notice of opposition against the above-identified mark.

The time within which to file a notice of opposition is set to expire on 04/28/2011. Dominion Jewelers respectfully requests that the time period within which to file an opposition be extended until 05/28/2011.

Respectfully submitted,  
/angelatisabell/  
04/14/2011

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