

ESTTA Tracking number: **ESTTA416686**

Filing date: **06/28/2011**

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

Applicant:	Spell C LLC
Application Serial Number:	85230635
Application Filing Date:	01/31/2011
Mark:	CHEROKEE THE NEW STANDARD SINCE 1973
Date of Publication	06/28/2011

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

Pursuant to 37 C.F.R. Section 2.102, Cherokee Nation, P.O. Box 948, Tahlequah, OK 74465-0948, UNITED STATES, a fed. recognized Indian tribe, organized under the laws of United States , 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 causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- The potential opposer needs additional time to confer with counsel

The time within which to file a notice of opposition is set to expire on 07/28/2011. Cherokee Nation respectfully requests that the time period within which to file an opposition be extended until 10/26/2011.

Respectfully submitted,
/Joseph D. Fincher/
06/28/2011

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