

ESTTA Tracking number: **ESTTA416700**

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

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

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

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

Pursuant to 37 C.F.R. Section 2.102, Cherokee Nation Entertainment, L.L.C., 777 West Cherokee, Catoosa, OK 74015, UNITED STATES, a Limited Liability Company, organized under the laws of Cherokee Nation 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 Entertainment, L.L.C. 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

**Joseph D. Fincher**

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**UNITED STATES**

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