

ESTTA Tracking number: **ESTTA418636**

Filing date: **07/08/2011**

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

Applicant:	<b>Jove Imports, Inc.</b>
Application Serial Number:	<b>85249214</b>
Application Filing Date:	<b>02/23/2011</b>
Mark:	<b>JLOVE</b>
Date of Publication	<b>07/05/2011</b>

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

Pursuant to 37 C.F.R. Section 2.102, JLO Holding Company, LLC, c/o Murphy & Kress, 2401 Main Street, Santa Monica, CA 90405, UNITED STATES, a limited liability company, 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 needs additional time to confer with counsel

The time within which to file a notice of opposition is set to expire on 08/04/2011. JLO Holding Company, LLC respectfully requests that the time period within which to file an opposition be extended until 11/02/2011.

Respectfully submitted,

/Daniel I. Schloss/

07/08/2011

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