

ESTTA Tracking number: **ESTTA423034**

Filing date: **08/02/2011**

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

Applicant:	Joan M Kelly
Application Serial Number:	85250125
Application Filing Date:	02/23/2011
Mark:	ROAR
Date of Publication	07/19/2011

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

Pursuant to 37 C.F.R. Section 2.102, ROAR, LLC, 9701 Wilshire Blvd., 8th Floor, Beverly Hills, CA 90212, UNITED STATES, a Limited Liability Corporation, organized under the laws of California, 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 is engaged in settlement discussions with applicant
- The potential opposer needs additional time to seek counsel to represent it in this matter

The time within which to file a notice of opposition is set to expire on 08/18/2011. ROAR, LLC respectfully requests that the time period within which to file an opposition be extended until 11/16/2011.

Respectfully submitted,

/Froberg/
08/02/2011

Jay Froberg

Partner

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