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Filing date: **08/17/2011**

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

Applicant:	Joe's Jeans Subsidiary, Inc.
Application Serial Number:	85259445
Application Filing Date:	03/07/2011
Mark:	ELSE
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First 30 Day Request for Extension of Time to Oppose

Pursuant to 37 C.F.R. Section 2.102, Group Lotus PLC, Potash Lane, Hethel, Norwich, Norfolk, NR14 8EZ, UNITED KINGDOM, a corporation organized under the laws of United Kingdom, 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 08/25/2011. Group Lotus PLC respectfully requests that the time period within which to file an opposition be extended until 09/24/2011.

Respectfully submitted,
/gary m. anderson/
08/17/2011

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