

ESTTA Tracking number: **ESTTA502801**

Filing date: **10/30/2012**

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

Applicant:	Valley of the Sun Cosmetics LLC
Application Serial Number:	85394839
Application Filing Date:	08/10/2011
Mark:	HOLLYWOOD BABY
Date of Publication	10/02/2012

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

Pursuant to 37 C.F.R. Section 2.102, Arminex International, Inc., 4200 Verdant Street, Suite A, Los Angeles, CA 90039, UNITED STATES, a 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 needs additional time to confer with counsel
- The potential opposer is engaged in settlement discussions with applicant
- *The parties have been in settlement negotiations which have been terminated but may be restarted during the extension period.*

The time within which to file a notice of opposition is set to expire on 11/01/2012. Arminex International, Inc. respectfully requests that the time period within which to file an opposition be extended until 01/30/2013.

Respectfully submitted,

/jhgeller/
10/30/2012

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