

ESTTA Tracking number: **ESTTA468545**

Filing date: **04/23/2012**

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

Applicant:	<b>Wal-Mart Stores, Inc.</b>
Application Serial Number:	<b>85425414</b>
Application Filing Date:	<b>09/17/2011</b>
Mark:	<b>SIMPLY RIGHT</b>
Date of Publication	<b>02/21/2012</b>

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

Pursuant to 37 C.F.R. Section 2.102, SimplyShe, Inc., 149 New Montgomery Street, 4th Floor, San Francisco, CA 94111, UNITED STATES respectfully requests that he/she/it be granted an additional 60-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 is engaged in settlement discussions with applicant

The time within which to file a notice of opposition is set to expire on 04/21/2012. SimplyShe, Inc. respectfully requests that the time period within which to file an opposition be extended until 06/20/2012.

Respectfully submitted,  
/Paul K. Tomita\_mal/  
04/23/2012

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