

ESTTA Tracking number: **ESTTA470131**

Filing date: **05/01/2012**

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

Applicant:	Hicks Media Inc.
Application Serial Number:	85511772
Application Filing Date:	01/09/2012
Mark:	HIP HOP HEADS
Date of Publication	04/24/2012

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

Pursuant to 37 C.F.R. Section 2.102, King World Productions Inc., 2401 Colorado Avenue, Suite 110, Santa Monica, CA 90404, UNITED STATES, a corporation 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 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 time within which to file a notice of opposition is set to expire on 05/24/2012. King World Productions Inc. respectfully requests that the time period within which to file an opposition be extended until 08/22/2012.

Respectfully submitted,

/ml/

05/01/2012

Mallory Levitt

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