

ESTTA Tracking number: **ESTTA479747**

Filing date: **06/22/2012**

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

Applicant:	HIT 'EM STRAIGHT PRODUCTIONS
Application Serial Number:	85519709
Application Filing Date:	01/18/2012
Mark:	AMERICA'S HOTTEST GUY
Date of Publication	06/19/2012

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

Pursuant to 37 C.F.R. Section 2.102, Jeffrey Levy, 315 Eglinton Avenue West, Suite 201, Toronto, ON M5N 1A1, CANADA, an individual and a citizen of CANADA respectfully requests that he/she 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 seek counsel to represent it in this matter

The time within which to file a notice of opposition is set to expire on 07/19/2012. Jeffrey Levy respectfully requests that the time period within which to file an opposition be extended until 10/17/2012.

Respectfully submitted,

/jeffrey levy/

06/22/2012

Jeffrey Levy

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