

ESTTA Tracking number: **ESTTA482611**

Filing date: **07/10/2012**

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

Applicant:	<b>Premier Dental Holdings, Inc.</b>
Application Serial Number:	<b>85527512</b>
Application Filing Date:	<b>01/27/2012</b>
Mark:	<b>SMILEBEST DENTAL &amp; ORTHODONTICS</b>
Date of Publication	<b>06/12/2012</b>

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

Pursuant to 37 C.F.R. Section 2.102, Smile Brands Inc., 8105 Irvine Centr Drive, 15th Floor, Irvine, CA 92618, UNITED STATES, a corporation organized under the laws of Washington , 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 cause is established for this request by:

- The potential opposer needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 07/12/2012. Smile Brands Inc. respectfully requests that the time period within which to file an opposition be extended until 10/10/2012.

Respectfully submitted,

/Kit M. Stetina/

07/10/2012

**Kit M. Stetina**

**Stetina Brunda Garred & Brucker**

**75 Enterprise, Suite 250**

**Aliso Viejo, CA 92656**

**UNITED STATES**

**opposition@stetinalaw.com**