

ESTTA Tracking number: **ESTTA500916**

Filing date: **10/18/2012**

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

Applicant:	Mission Measurement LLC
Application Serial Number:	85598354
Application Filing Date:	04/16/2012
Mark:	SOCIAL VALUE DRIVERS
Date of Publication	09/18/2012

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

Pursuant to 37 C.F.R. Section 2.102, Wamwaw LLC DBA Social Driver, Suite 260, 406 7th Street, NW, Washington, DC 20004, UNITED STATES, a limited liability company, organized under the laws of Missouri, 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 10/18/2012. Wamwaw LLC DBA Social Driver respectfully requests that the time period within which to file an opposition be extended until 01/16/2013.

Respectfully submitted,
/mah/
10/18/2012

Peter Weissman

Blank Rome LLP

600 NEW HAMPSHIRE AVE NW

Washington, DC 20037-2403

UNITED STATES

weissman@blankrome.com

(202) 772-5805