

ESTTA Tracking number: **ESTTA568272**

Filing date: **10/31/2013**

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

Applicant:	<b>Money Media, Inc.</b>
Application Serial Number:	<b>85918799</b>
Application Filing Date:	<b>04/30/2013</b>
Mark:	<b>FINANCIAL ADVISOR IQ</b>
Date of Publication	<b>10/08/2013</b>

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

Pursuant to 37 C.F.R. Section 2.102, AIQ, Inc., 270 Rutherford Boulevard, 2nd Floor, Clifton, NJ 07014, 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 cause is established for this request by:

- 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 11/07/2013. AIQ, Inc. respectfully requests that the time period within which to file an opposition be extended until 02/05/2014.

Respectfully submitted,  
/Andrew L. Reibman/  
10/31/2013

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