

ESTTA Tracking number: **ESTTA596551**

Filing date: **04/03/2014**

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

Applicant:	<b>1356 Mobile, Inc.</b>
Application Serial Number:	<b>86066292</b>
Application Filing Date:	<b>09/16/2013</b>
Mark:	<b>TAPCENTIVE</b>
Date of Publication	<b>03/04/2014</b>

### **First 30 Day Request for Extension of Time to Oppose**

Pursuant to 37 C.F.R. Section 2.102, Tapjoy, Inc., 111 Sutter Street, 12th Floor, San Francisco, CA 94104, UNITED STATES, a corporation organized under the laws of Delaware, respectfully requests that it be granted a 30-day extension of time to file a notice of opposition against the above-identified mark.

The time within which to file a notice of opposition is set to expire on 04/03/2014. Tapjoy, Inc. respectfully requests that the time period within which to file an opposition be extended until 05/03/2014.

Respectfully submitted,  
/ChristopherJPalermo/  
04/03/2014

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