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INTELLECTUAL PROPERTY LAW  
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July 21, 2005

Trademark Trial and Appeal Board  
Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

I hereby certify that this document is being deposited  
with the United States Postal Service as first class mail  
in an envelope addressed to the Commissioner for  
Trademarks, P.O. Box 1451, Alexandria, Virginia 22313,  
on this 21st day of July, 2005,  
HOVEY WILLIAMS LLP

BY *Jeff M. McDuff*

Re: Mars, Incorporated v. Mr. Goodcents Franchise Systems, Inc.  
Opposition No. 91161320

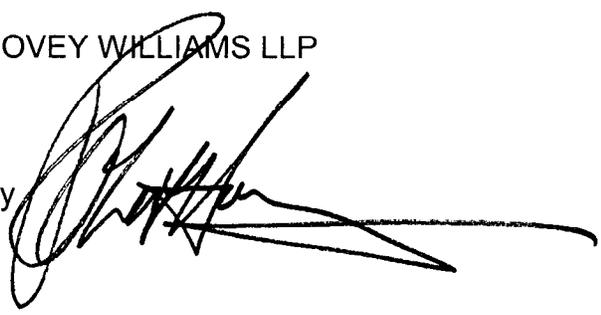
Dear Sir:

A request for extension of time for 60 days within which to file an Answer, with consent, was filed using the ESTA system on June 7, 2005. A confirmation e-mail was received by this office dated June 7 2005 at 16:30:17 (EDT), copy enclosed. The request for extension of time does not appear on the TTABVue system. In a telephone conversation with Ms. Karen Seldon-Diggs of the Trademark Trial and Appeal Board, she instructed this office to file a request for extension on paper with an explanatory letter and copy of the e-mail receipt.

Please accept this request for extension of time as being timely filed.

Sincerely yours,

HOVEY WILLIAMS LLP

By 

RDH:mmm  
encls.



07-25-2005

U.S. Patent & TMO/TM Mail Rcpt Dt. #39

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

MARS, INCORPORATED	)	
	)	
Opposer,	)	Opposition No. 91161320
	)	
v.	)	
	)	
MR. GOODCENTS FRANCHISE	)	
SYSTEMS, INC.	)	
	)	
Applicant.	)	

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**JOINT REQUEST FOR EXTENSION OF TIME FOR APPLICANT TO ANSWER**

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COMES NOW the Applicant, Mr. Goodcents Franchise Systems, Inc, through its attorneys, and hereby respectfully requests that it be granted a sixty (60) day extension of time to Answer the Notice of Opposition.

Applicant's answer is currently due June 15, 2005, however, with the requested extension, the answer will be due August 14, 2004.

The parties are discussing settlement of this matter, and the extension is necessary to continue the negotiations.

Consent to this request for a sixty (60) day extension of time to answer was obtained from counsel for Opposer, Patricia L. Werner, during a telephone conversation on June 6, 2005.

Accordingly, it is requested that the time within which Applicant may file its Answer be extended for sixty (60) days, or until August 14, 2004.

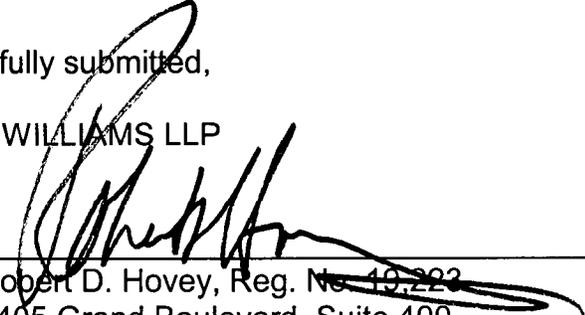
I hereby certify that this document is being deposited with the United States Postal Service as first class mail in an envelope addressed to the Commissioner for Trademarks, P.O. Box 1451, Alexandria, Virginia 22313, on this 21st day of July, 2005.  
HOVEY WILLIAMS LLP

BY May M. Medley

Respectfully submitted,

HOVEY WILLIAMS LLP

By: \_\_\_\_\_

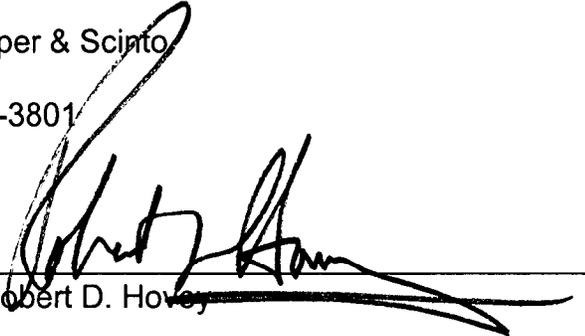
  
Robert D. Hovey, Reg. No. ~~19,222~~  
2405 Grand Boulevard, Suite 400  
Kansas City, Missouri 64108-2519  
816/474-9050

Attorneys for Applicant

**CERTIFICATE OF SERVICE**

It is hereby certified that a complete copy of the foregoing "Joint Request for Extension of Time for Applicant to Answer" was mailed by first class mail, postage prepaid, this 21st day of July, 2005, to Opposer's attorney, addressed as follows:

Patricia L. Werner  
Fitzpatrick, Cella, Harper & Scinto  
30 Rockefeller Plaza  
New York, NY 10112-3801

  
\_\_\_\_\_  
Robert D. Hovey

**Subject:** ESTTA. Stipulated/Consent Motion. confirmation receipt ID:  
ESTTA35053

**From:** [estta-server@uspto.gov](mailto:estta-server@uspto.gov)

**Date:** Tue, 7 Jun 2005 16:30:17 -0400 (EDT)

**To:** [rdh@hoveywilliams.com](mailto:rdh@hoveywilliams.com), [mm@hoveywilliams.com](mailto:mm@hoveywilliams.com),  
[tlm@hoveywilliams.com](mailto:tlm@hoveywilliams.com), [pwerner@fchs.com](mailto:pwerner@fchs.com)

Stipulated/Consent Motion.

Tracking No: ESTTA35053

ELECTRONIC SYSTEM FOR TRADEMARK TRIALS AND APPEALS Filing Receipt

We have received your Stipulated/Consent Motion. submitted through the Trademark Trial and Appeal Board's ESTTA electronic filing system. This is the only receipt which will be sent for this paper. If the Board later determines that your submission is inappropriate and should not have been accepted through ESTTA, you will receive notification and appropriate action will be taken.

Please note:

Unless your submission fails to meet the minimum legal requirements for filing, the Board will not cancel the filing or refund any fee paid.

If you have a technical question, comment or concern about your ESTTA submission, call (703) 308-9300 during business hours or e-mail at [estta@uspto.gov](mailto:estta@uspto.gov).

The status of any Board proceeding may be checked using TTABVUE which is available at <http://ttabvue.uspto.gov> Complete information on Board proceedings is not available through the TESS or TARR databases. Please allow a minimum of 2 business days for TTABVUE to be updated with information on your submission.

The Board will consider and take appropriate action on your filing in due course.

Printable version of your request is attached to this e-mail

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ESTTA server at <http://estta.uspto.gov>

ESTTA Tracking number: ESTTA35053  
Filing date: 06/07/2005

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

Proceeding : 91161320

Applicant : MR. GOODCENTS FRANCHISE SYSTEMS, INC. MR. GOODCENTS  
FRANCHISE SYSTEMS, INC.

8997 Commerce Drive  
DeSoto, KS 66018

Other Party: Plaintiff  
Mars, Incorporated

Motion for an Extension of Time to Answer With Consent

MR. GOODCENTS FRANCHISE SYSTEMS, INC.'s answer is currently due on  
06/15/2005, and the close of discovery is currently set for  
11/12/2005. MR. GOODCENTS FRANCHISE SYSTEMS, INC. requests that its  
time to answer be extended by 60 days from the current due date, or  
until 08/14/2005. The grounds for applicant's request are as  
follows:

The parties are discussing settlement

MR. GOODCENTS FRANCHISE SYSTEMS, INC. has secured the express  
consent of all parties to this proceeding for the extension  
requested herein.

MR. GOODCENTS FRANCHISE SYSTEMS, INC. has provided an e-mail  
address herewith for itself and for the opposing party so that any  
order on this motion may be issued electronically by the Board.

Certificate of Service

The undersigned hereby certifies that a copy of this paper has been  
served upon all parties, at their address of record by First Class  
Mail on this date.

Respectfully submitted,

/Robert D. Hovey/

Robert D. Hovey

rdh@hoveywilliams.com, mm@hoveywilliams.com, tlm@hoveywilliams.com

pwner@fchs.com

06/07/2005