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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of Time4 Media, Inc.

Serial No: 76/357,030 ✓

Filed: January 10, 2002

Trademark: FIELD & STREAM BEST OF THE BEST AWARDS and Design

Classes: 16

Published: August 6, 2002

Our Ref: FELD USA TC-02/05516

**TWELFTH MOTION ON CONSENT FOR EXTENSION OF TIME
TO FILE NOTICE OF OPPOSITION**

Box TTAB
NO FEE
Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3514

03-04-2004
U.S. Patent & TMO/TM Mail Rcpt Dt. #74

Potential Opposer, Field & Stream Licenses Company, by its attorneys Fross Zelnick Lehrman & Zissu, P.C., hereby requests an extension of time, until April 2, 2004, for filing a Notice of Opposition against the above application.

Counsel for Applicant, Paul Lee, consented to this extension by email correspondence on March 2, 2004. As explained below, this request is not being made for purposes of delay.

Progress on Settlement

Potential Opposer provides below an updated detailed explanation and updated report on the status of the negotiations to resolve this matter.

In 1996, Applicant instituted a civil litigation against FSLC, which concerned, *inter alia*, the parties' respective use and registration of the mark FIELD & STREAM for various goods

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and services. *Times Mirror Magazines, Inc. v. Field & Stream Licenses Company*, 96 Civ. 9275 (SDNY DC). The litigation, which included a summary judgment motion, a trial on FSLC's counterclaim, and an appeal by Applicant, was pending for over five and a half years, and was not finally resolved until the latter half of 2002.

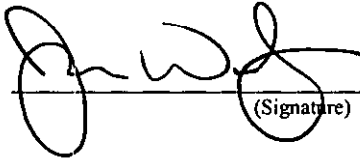
While the litigation was pending, the parties expressly reserved a number of claims. Following negotiations concerning satisfaction of certain aspects of the Judgment entered in the civil action, the parties agreed to try to resolve these reserved matters, as well as a number of subsequently arising matters, among themselves. These outstanding matters include a number of Trademark Office filings made subsequent to the civil litigation, including Applicant's Application Serial No. 76/357,030 for the mark FIELD & STREAM BEST OF THE BEST AWARDS and Design in Class 16, which is the subject of this extension request. The parties agreed to try to address this and other outstanding matters together by entering into substantive settlement discussions concerning the subject application and other Trademark Office filings. Since the previous extension request, counsel for both parties have exchanged drafts of a settlement agreement and are hopeful that the matter will be settled.

The parties have agreed to further extend the time to oppose by an additional 30 days to allow an opportunity to continue these settlement discussions, and try to consummate a written settlement agreement, which could resolve the matter herein without the need for filing an opposition. Accordingly, the parties request that the Board grant the motion on consent to extend FSLC's time to oppose the subject application.

Dated: New York, New York
March 2, 2004

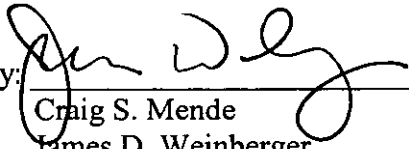
"Express Mail" mailing label No. EV 281069749 US
Date of Deposit: March 2, 2004
I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service and is addressed to the Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3514.

James D. Weinberger
(Printed name of person mailing paper of fee)


(Signature)

Respectfully submitted

FROSS ZELNICK LEHRMAN & ZISSU, P.C.

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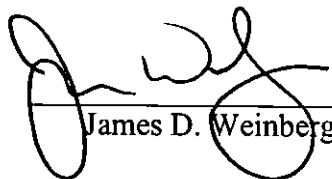
Attorneys for Potential Opposer

CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing TWELFTH MOTION ON CONSENT FOR EXTENSION OF TIME TO FILE NOTICE OF OPPOSITION was served by first class mail, postage prepaid on the following counsel of record:

Christopher Y. Miller, Esq.
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New York, New York 10036

This 2nd day of March, 2004


James D. Weinberger