

ESTTA Tracking number: **ESTTA13854**

Filing date: **08/24/2004**

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

Applicant: **L.C. LICENSING, INC.**

Application Serial Number: **76507437**

Application Filing Date: **03/31/2003**

Mark: **LOVE P & G**

Date of Publication **08/10/2004**

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

Pursuant to 37 C.F.R. Section 2.102, The Procter & Gamble Company, One Procter & Gamble Plaza, Cincinnati, OH 45202, UNITED STATES, a corporation organized under the laws of Ohio, 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 09/09/2004. The Procter & Gamble Company respectfully requests that the time period within which to file an opposition be extended until 12/08/2004.

Respectfully submitted,

/moyerdm/

08/24/2004

David M. Moyer

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