



TTAB

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00946.002500

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of : Mr. Goodcents Franchise Systems, Inc.  
Serial No. : 76/519,556  
Filed : June 4, 2003  
Trademark : **PENNY 1989 KC & Design**  
Int'l Classes: : 39, 43



05-12-2004

U.S. Patent & TMO/TM Mail Rcpt Dt. #78

**THIRD REQUEST FOR AN EXTENSION OF TIME TO  
FILE NOTICE OF OPPOSITION UNDER 37 C.F.R. § 2.102**

Commissioner for Trademarks  
2900 Crystal Drive  
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Arlington, Virginia 22202-3514

In connection with the above application which was published in the Official Gazette of January 13, 2004, Petitioner Mars, Incorporated, located at 6885 Elm Street, McLean, Virginia 22101-3883, through its undersigned attorneys, hereby requests an Extension of Time to File a Notice of Opposition against registration of the cited mark for a period of sixty (60) days from May 12, 2004 up to and including July 11, 2004.

This is Mars, Incorporated's Third Request for Extension of Time to File a Notice of Opposition. The additional time is required to afford Petitioner the opportunity to complete its investigation, to further consult with its attorneys and to pursue possible settlement of this matter with Applicant.

Consent to this extension of the current Request for Extension of Time to File a Notice of Opposition was granted by Robert D. Hovey, Esq., counsel for Applicant corporation, to counsel for Phillips-Van Heusen Corporation via telephone on May 7, 2004.

A return addressed postcard is enclosed.

Respectfully submitted,

Dated: May 11, 2004

By: Erica Rayburn Halstead

Edward E. Vassallo  
Erica Rayburn Halstead  
Attorneys for Potential Opposer,  
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CERTIFICATE OF SERVICE

The undersigned hereby certifies that a true and complete copy of the foregoing THIRD REQUEST FOR EXTENSION OF TIME TO FILE NOTICE OF OPPOSITION UNDER 37 C.F.R. § 2.102, ON CONSENT was mailed by first class mail, postage prepaid, on this 11th day of May, 2004 to Robert D. Hovey, Esq., Hovey Williams LLP, Counsel for Applicant, 2405 Grand Boulevard, Suite 400, Kansas City, MO 64108-2519.

Erica R. Halstead  
Erica R. Halstead

