

ESTTA Tracking number: **ESTTA144224**

Filing date: **06/05/2007**

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

Applicant:	HarperCollins Publishers L.L.C.
Application Serial Number:	77013526
Application Filing Date:	10/04/2006
Mark:	A AVON
Date of Publication	05/08/2007

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

Pursuant to 37 C.F.R. Section 2.102, MasterCard International Incorporated, 2000 Purchase Street, Purchase, NY 10577-2509, UNITED STATES, a corporation organized under the laws of Delaware, 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 causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- The potential opposer needs additional time to confer with counsel

The time within which to file a notice of opposition is set to expire on 06/07/2007. MasterCard International Incorporated respectfully requests that the time period within which to file an opposition be extended until 09/05/2007.

Respectfully submitted,
/Robert M. Wasnofski, Jr./
06/05/2007

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