

ESTTA Tracking number: **ESTTA184523**

Filing date: **01/04/2008**

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

Applicant:	Adaptive Marketing LLC
Application Serial Number:	77017681
Application Filing Date:	10/10/2006
Mark:	VALUEMAX
Date of Publication	12/11/2007

First 30 Day Request for Extension of Time to Oppose

Pursuant to 37 C.F.R. Section 2.102, CarMax Business Services, LLC, 12800 Tuckahoe Creek Parkway, Richmond, VA 23238, UNITED STATES, a Limited Liability Company, organized under the laws of Delaware, respectfully requests that it be granted a 30-day extension of time to file a notice of opposition against the above-identified mark.

The time within which to file a notice of opposition is set to expire on 01/10/2008. CarMax Business Services, LLC respectfully requests that the time period within which to file an opposition be extended until 02/09/2008.

Respectfully submitted,
/william r. poynter/
01/04/2008

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