

ESTTA Tracking number: **ESTTA360262**

Filing date: **07/28/2010**

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

Applicant:	OBERON MEDIA (UK) LIMITED
Application Serial Number:	77039233
Application Filing Date:	11/08/2006
Mark:	I-PLAYER
Date of Publication	06/29/2010

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

Pursuant to 37 C.F.R. Section 2.102, The British Broadcasting Corporation, Broadcasting House, Portland Place, London, W1A1AA, UNITED KINGDOM, a corporation organized under the laws of United Kingdom, 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 07/29/2010. The British Broadcasting Corporation respectfully requests that the time period within which to file an opposition be extended until 10/27/2010.

Respectfully submitted,
/Linda K. McLeod/
07/28/2010

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