

ESTTA Tracking number: **ESTTA210370**

Filing date: **05/09/2008**

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

Applicant:	<b>Dr. Pascal Roy Laboratories Inc.</b>
Application Serial Number:	<b>77063480</b>
Application Filing Date:	<b>12/13/2006</b>
Mark:	<b>FUEL FOR MEN</b>
Date of Publication	<b>04/22/2008</b>

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

Pursuant to 37 C.F.R. Section 2.102, ISI Brands Inc., 3133 Orchard Vista Drive, SE, Grand Rapids, MI 49546, UNITED STATES, a corporation organized under the laws of Michigan, 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 05/22/2008. ISI Brands Inc. respectfully requests that the time period within which to file an opposition be extended until 08/20/2008.

Respectfully submitted,  
/Kenneth M. Bernstein/  
05/09/2008

**Kenneth M. Bernstein, Esq.**

**AMSTER, ROTHSTEIN & EBENSTEIN LLP**

**90 Park Avenue**

**New York, NY 10016**

**UNITED STATES**

**ptodocket@arelaw.com**

**212-336-8000**