

ESTTA Tracking number: **ESTTA224704**

Filing date: **07/17/2008**

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

Applicant:	<b>James M. Kelley</b>
Application Serial Number:	<b>77187285</b>
Application Filing Date:	<b>05/22/2007</b>
Mark:	<b>MI CARD</b>
Date of Publication	<b>07/01/2008</b>

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

Pursuant to 37 C.F.R. Section 2.102, Marketing Innovators International, Inc, 9701 Higgins Rd, Rosemont, IL 60018, UNITED STATES, a corporation organized under the laws of IL , 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 07/31/2008. Marketing Innovators International, Inc respectfully requests that the time period within which to file an opposition be extended until 10/29/2008.

Respectfully submitted,  
/GERALD T SHEKLETON/  
07/17/2008

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