

ESTTA Tracking number: **ESTTA200475**

Filing date: **03/25/2008**

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

Applicant:	<b>STARWOOD HOTELS &amp; RESORTS WORLDWIDE, INC.</b>
Application Serial Number:	<b>77259030</b>
Application Filing Date:	<b>08/20/2007</b>
Mark:	<b>ALOFT</b>
Date of Publication	<b>02/26/2008</b>

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

Pursuant to 37 C.F.R. Section 2.102, OliverMcMillan, LLC, 733 8th Avenue, San Diego, CA 92101, UNITED STATES, a limited liability company, organized under the laws of California, 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 03/27/2008. OliverMcMillan, LLC respectfully requests that the time period within which to file an opposition be extended until 06/25/2008.

Respectfully submitted,  
/KABM/  
03/25/2008

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