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

Applicant:	**STARWOOD HOTELS & RESORTS WORLDWIDE, INC.**
Application Serial Number:	**77261296**
Application Filing Date:	**08/22/2007**
Mark:	**ALOFT**
Date of Publication	**02/26/2008**

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/
03/26/2008

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