

ESTTA Tracking number: **ESTTA218578**

Filing date: **06/18/2008**

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

|                            |                                    |
|----------------------------|------------------------------------|
| Applicant:                 | <b>COACTIVE TECHNOLOGIES, INC.</b> |
| Application Serial Number: | <b>77308882</b>                    |
| Application Filing Date:   | <b>10/19/2007</b>                  |
| Mark:                      | <b>DTC</b>                         |
| Date of Publication        | <b>05/20/2008</b>                  |

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

Pursuant to 37 C.F.R. Section 2.102, Bayerische Motoren Werke Aktiengesellschaft, Petuelring 130, 80809 Munchen, , GERMANY, a corporation organized under the laws of Federal Republic of Germany , 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 06/19/2008. Bayerische Motoren Werke Aktiengesellschaft respectfully requests that the time period within which to file an opposition be extended until 09/17/2008.

Respectfully submitted,  
/allison g olmsted/  
06/18/2008

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