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

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

Applicant:	American Reading Company
Application Serial Number:	77364249
Application Filing Date:	01/04/2008
Mark:	READABLES
Date of Publication	04/29/2008

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

Pursuant to 37 C.F.R. Section 2.102, Books-A-Million, Inc., 402 Industrial Lane, Birmingham, AL 35211, UNITED STATES, a corporation organized under the laws of Delaware, 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 confer with counsel

The time within which to file a notice of opposition is set to expire on 05/29/2008. Books-A-Million, Inc. respectfully requests that the time period within which to file an opposition be extended until 08/27/2008.

Respectfully submitted,

/Wendy Boldt Cohen/

05/09/2008

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