

ESTTA Tracking number: **ESTTA218433**

Filing date: **06/17/2008**

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

Applicant:	Arete International, LLC
Application Serial Number:	77364624
Application Filing Date:	01/04/2008
Mark:	SHELFTALKER
Date of Publication	05/20/2008

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

Pursuant to 37 C.F.R. Section 2.102, News America Marketing Properties L.L.C., 303 East Wacker Drive, Chicago, IL 60601, 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 investigate the claim

The time within which to file a notice of opposition is set to expire on 06/19/2008. News America Marketing Properties L.L.C. respectfully requests that the time period within which to file an opposition be extended until 09/17/2008.

Respectfully submitted,
/Stacy Grossman/
06/17/2008

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