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Filing date: **07/09/2012**

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

Proceeding	77367998
Applicant	Dillard's Inc.
Applied for Mark	THE MADISON AVE FIT
Correspondence Address	SIMOR L. MOSKOWITZ JACOBSON HOLMAN PLLC 400 7TH ST NW STE 600 WASHINGTON, DC 20004-2218 UNITED STATES trademark@jhip.com
Submission	Applicant's Request to Extend
Attachments	APPEALBRIEF.EXT.Madison Ave Fit.pdf ( 1 page )(112845 bytes )
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Signature	/Simor L. Moskowitz/
Date	07/09/2012

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

In re the application of:	)	
	)	
Dillard's Inc.	)	
	)	
Serial No.: 77/367998	)	<b>MOTION TO EXTEND TIME</b>
	)	<b>TO FILE APPLICANT'S APPEAL BRIEF</b>
Filed: January 9, 2009	)	
	)	
Mark: THE MADISON AVE FIT	)	

Applicant, through its undersigned counsel, hereby requests that the time in which to file its Brief on appeal be extended for sixty (60) days to and including **September 7, 2011**. In support of this request, it is noted that counsel has not had an opportunity to consult with and receive instructions from Applicant, to receive additional information and materials from Applicant, and to prepare and file the required brief. Thus, counsel requires additional time to allow for preparation of Applicant's Appeal Brief. As such, Applicant respectfully submits that good cause exists for the requested extension.<sup>1</sup>

In view of the foregoing, Applicant respectfully requests that this Motion be granted, and that the time for Applicant to file its brief in this appeal be extended as requested.

Respectfully submitted,

DILLARD'S INC.

By:     /Simor L. Moskowitz/      
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Dated: July 9, 2012  
Atty Docket No.: T36993US0

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<sup>1</sup>See §1203.02(d); In re Miller Brewing Co., 226 USPQ 666 (TTAB 1985); In re Tennessee Working Horse Breeders and Exhibitor's Ass'n, 223 USPQ 188 (TTAB 1984).