

ESTTA Tracking number: **ESTTA396747**

Filing date: **03/07/2011**

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

|                            |                                |
|----------------------------|--------------------------------|
| Applicant:                 | <b>ELECTRONIC ARTS LIMITED</b> |
| Application Serial Number: | <b>77377377</b>                |
| Application Filing Date:   | <b>01/22/2008</b>              |
| Mark:                      | <b>PLAYFISH</b>                |
| Date of Publication        | <b>02/08/2011</b>              |

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

Pursuant to 37 C.F.R. Section 2.102, BBY Solutions, Inc., 7601 Penn Avenue South, Richfield, MN 55423, UNITED STATES, a corporation organized under the laws of Minnesota, 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 03/10/2011. BBY Solutions, Inc. respectfully requests that the time period within which to file an opposition be extended until 06/08/2011.

Respectfully submitted,

/kari j wangensteen/

03/07/2011

**Kari J. Wangenstein**

**Senior Director**

**BBY Solutions, Inc.**

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**UNITED STATES**

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