

ESTTA Tracking number: **ESTTA298777**

Filing date: **08/03/2009**

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

Applicant:	Elgort, Stephen
Application Serial Number:	77520715
Application Filing Date:	07/12/2008
Mark:	PGTV
Date of Publication	07/07/2009

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

Pursuant to 37 C.F.R. Section 2.102, Motion Picture Association of America, Inc., 15301 Ventura Boulevard, Building E, Sherman Oaks, CA 91403, UNITED STATES, a NON-PROFIT CORPORATION, organized under the laws of NEW YORK, 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 08/06/2009. Motion Picture Association of America, Inc. respectfully requests that the time period within which to file an opposition be extended until 11/04/2009.

Respectfully submitted,
/Andrew Baum/
08/03/2009

Andrew Baum

Foley & Lardner LLP

90 Park Avenue

New York, NY 10016

UNITED STATES

ptomailnewyork@foley.com, abaum@foley.com, emarmo@foley.com

212-338-3527